

Says

What have we heard them say?  
What can we imagine them saying?



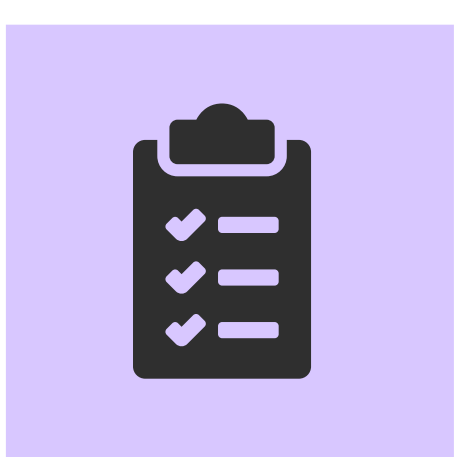
Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



Jothika.K

Short summary of the persona

when the population of the area is growing, there is more demand for housing ,which can push up prices

when the economy is growing ,people have more money to spend ,which can lead to an increase in demand for housing ,this can push up prices

The location of a home can also affect it price.Homes in prime location ,such as near school,hospital and public transportation ,are typically more expensive them homes in less desirable locations

To find a home that is affordable meets their needs ,and is in a good location

TO find a home that will appreciate in value over time and provide a good investment

To find a home that is their dream home , whether it is a large villa ,a cozy apartment ,or a town house

Home prices have been rising rapidly in recent years. The average home price in Mumbai has increased by over 95% in the past year, and the average home price in Delhi NCR has increased by over 14%. This is due to a number of factors, including strong economic growth, job opportunities, infrastructure development, and population growth.

The prices of homes in metropolitan areas are not converging. This means that the prices of homes in different cities are not becoming more similar over time. This is because the factors that drive home prices, such as economic growth and job opportunities, vary from city to city.

There is a wide variation in home prices across different metropolitan areas. Mumbai is the most expensive city, with an average home price of over INR 15,000 per square foot. Delhi NCR is the second most expensive city, followed by Hyderabad, Kolkata, and Chennai. Bangalore and Pune are the more affordable cities on this list.

The volatile nature of the housing market can also be a source of anxiety for home buyers .home buyers may worry that they will buy a home at the top of the market and then see the prices decline in the future

Home buyers may also worry about the a job security and the ability to afford the a mortgage payments if they loss their job.this is especially conceran in metropolitian areas where the job market is volatile

the home buying process can be complex and daunting,and many home buyers may fell that they dont have enough decision. this can be lead to feelings of anxiety and frustration