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

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

**Thinks** 

I need to find a more affordable housing option

I wonder if there are any government subsidies available for housing

The housing market is becoming increasingly unaffordable

Housing prices in this metropolitan area are skyrocketing

I can't afford to buy a house in this neighborhoods

The government needs to do something about the housing crisis



Analysing Housing Prices in Metropolitan Areas of India

Researches
housing prices
and available
options in
different
neighborhoods

Looks for government policies and incentives related to housing

Considers
alternative
housing options
such as rentals or
shared
accommodations

Frustrated and overwhelmed by the high housing prices

Worried about the lack of affordable housing options.

Hopeful that there may be solutions or assistance available.



## Does

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



**Feels** 

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

