



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?

Bengaluru too witnessed a 10 per cent increase in prices to Rs.8,688 per square feet.

Expected to increase 7.5% on a pan-India basis this year

Prices are expected to increase nearly 7.5per cent all over India

32% of builders believe that house prices will remain unchanged this year

Average house prices were forecast to rise 6% next year and in 2024

The amenities provided for each house

Rose by 4.56% in Q1 2023 from a year earlier

Compare and analyse the average price per sq ft over the last 1-3 years

The increased property prices are expected to lead to an increase in rental prices as well

Housing prices in Hyderabad rose 13 per cent to Rs.10,530 per square feet.

The prices of residential properties in Chennai went up 6 per cent to Rs.7,653 per square feet.

In Delhi-NCR, rates shot up 14 per cent to Rs.8,652 per square feet.



**Persona's name**  
Short summary of the persona



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?