



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?



Housing,  
industrialized  
building  
construction, per-  
capita expenditure,  
poverty line basket

Construction cost  
and feasibility of  
affording housing

Collection of  
prices of new and  
resale houses  
located in the  
metropolitan areas  
of India

Expenditure  
capacity  
distribution  
and  
Affordable

Housing  
Market

Expenditure  
Capacity  
Construction and  
Volume of  
Affordable  
Housing

For richers the  
urban house  
prices, on average  
people might be  
higher than the  
national average.

Housing  
Affordability

Factors  
affecting  
Housing  
Affordability

Housing  
prices per  
cent  
increasing  
year-on-year

Challenges of  
higher costs of  
construction  
housing

A little  
house has  
large cost



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?