



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?



CHENNAI  
PER  
SQFT(7653)

BENGALURU  
PER  
SQFT(8688)

DELHI  
PER  
SQFT(8652)

High demand  
is the reason  
for high price

The local  
Factors will  
have the  
biggest impact  
on a particular  
location's price.

A RISE IN THE  
PRICES OF  
CONSTRUCTION  
MATERIALS HAS  
FORCED PRICES  
UP

Making it  
impossible to  
buy a house

It doesn't predict  
future prices of the  
houses mentioned  
by the customer

Only rich  
people  
can  
afford

Higher  
aggregate  
demand

Higher rate  
of economic  
growth

The wealth effect  
is likely to cause  
an increase in  
consumer spending

Increase in  
real GDP



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?