



Says

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

Express concerns about affordability, Location preference and housing loan rates

Talk about market trends, Construction costs and Profit margins

Discuss housing policies, Urban development and regulatory challenges



Thinks

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

Worried about making a long-term investment, Considering future property value

Focus on demand, Competition and Project feasibility

Consider urban planning, Infrastructure development and affordable housing goals



Analysing Housing Prices in Metripolitan Areas of India

Attend property exhibitions, Consult real estate agents and compare property listings online

Conduct market research negotiate land deals and promote new project

Implement policies, Allocate resources and monitor urban development projects

Feel anxious about affordability, Excited about finding their dream home and frustrated by the complex buying process

Experience pressure to meet sales targets, satisfaction in project completion and concern about market

Feel responsible for urban development, Pressure to address housing challenges and satisfaction in achieving housing goals



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?