



**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?

According the Reuters poll of property analysis says

Their will be a fastest growth in five years

In 2019,the real estate market was Rs 12,000 crores

In 2024 the market would grow to Rs 65,000 crores

Upcoming festival season will help

boosting the sales

housing prices across 8 major Indian cities increased by 7 percent

Hyderabad leads spike in luxury home prices

Delhi NCR the only city where unsold inventory drops



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

Suburbs that have similar prooporties

Therefore the median house price

Regression algorithms

predicts the continous values

property prices in India are expected

to increase 7.5 percent in 5 years

Demands for homes soars,prices

Indian real estate industry analysis

The poll of 13 property analysis were held

during May 11-27



**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?