



## Says

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

Our model  
can be used  
by both house  
sellers and  
house buyers

In this model we  
have built a  
machine learning  
model to predict  
the house prices of  
an Indian  
metropolitan city

This project is  
very helpful  
for the real  
estate market

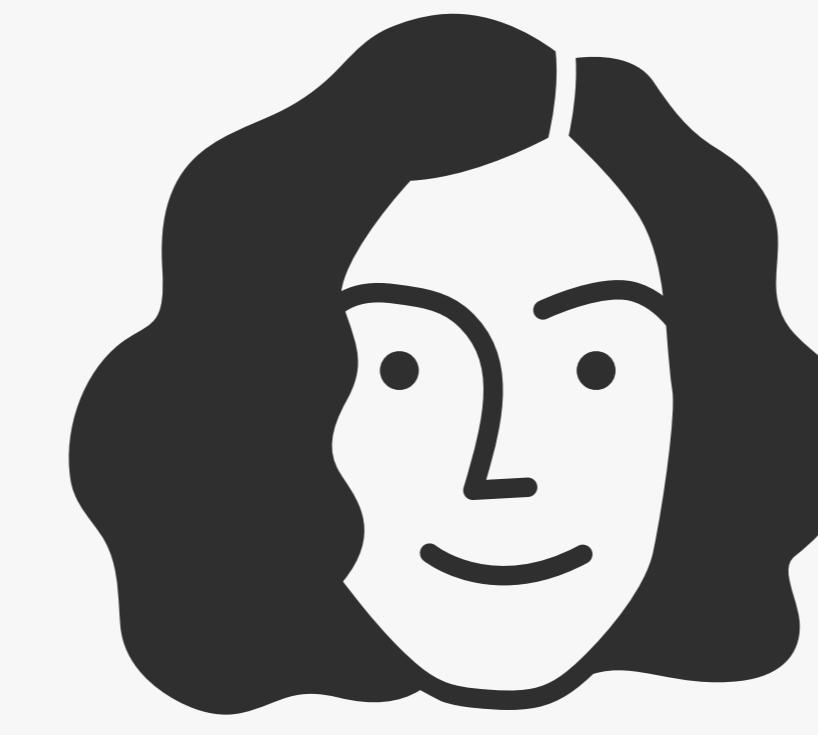
## Thinks

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

Housing costs  
are high in area  
with all kinds of  
essential  
needs

It should be a  
central place  
that receives  
people's  
attention

Point of  
interest



**M. Karthika**

Analysing housing  
prices in  
metropolitan area of  
India

Trees should  
be planted  
mainly on the  
road sides

Street lights,  
road signs etc  
should be  
properly  
located

Proper  
drainage and  
drinking water  
facility should  
be available

Knowing that the  
mindset of the  
consumer from  
the beginning  
and then now to  
act

Prices very  
depending on  
the size of the  
home land

Knowing that  
housing units  
are properly  
sized



## 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?



See an example