



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
PROJECTS IN
METROPOLITAN
AREAS OF INDIA

"Analysing housing prices helps us formulate policies that address market imbalance"

I always check the price trends before buying a property. It helps me negotiate better."

"It's frustrating when prices keep rising. Affordable housing is becoming a challenge"

They Want acces to accurate Comprehensive and up - to - data to inform their analysis and recomdation effectively

The hope for a future where every individual regardieses of their Doccotonic background has access to safe and affordable housing options

Proximity to buisness districts commercial ceters
Transportation hubs and emelities influnce people to crowd over metroplitian areas

"Feels pressured to make quick decisions to avoid missing out on good deals".

"Visits a numerous properties, search on various apps and closely watch the market for signs of a downturn

Buying a home is often an emotional decision so people are willing to stretch their budgets for a property they love.

"Anxiety about the possibility that proposed policies may not yield desired result

Younger generation face difficulties entering the housing market due to high prices and stringent loan requirement.

Frustation over encountering public apathy or lack of awareness about housing issues"

Feels



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?