



Says



Thinks

* Housing prices are skyrocketing,making it nearly impossible for middle-class families to afford a decent home.

*they want stable and affordable housing options for their families.

* people talk about the stress of constantly searching for affordable houszing options.

*many express frustration with the lack of transparency in property.

*they might be influenced by the fear of being priced out of their own city

*they dream of owning a home in a good neighborhood with access to amenities



Analysis housing prices in metropolitan areas in india

Short summary of the persona

*some have observed that people are increasingly moving to the outskirts due to affordability issues.

*People tend to spend a significant amount of time researching property prices online

*fear of not being able to provide a comfortable home for their loved ones

*frustration with the lack of government policies to control housing price inflation.

*there's visible trend of families pooling resource to buy homes together.

*Anxiety about taking on massive loans to buy a home.



Does



Feels