



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

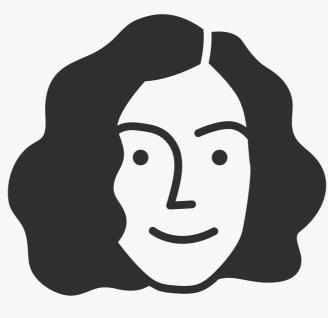
* people talk about the stress of constantly searching for affordable houszing options.

*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 want stable and affordable housing options for their families.

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



Analysis housing prices in metropalitan 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 governtment 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





