



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?



I want to understand perspectives of individuals involved in the housing market in India.

Finding suitable home within budget

Where should I start and which one is best?

What are the concerns and considerations of potential homebuyers?

What factors influence their decision-making process?

What challenges do they face in finding affordable housing?

Research: Gathering information about housing prices, locations and amenities.

Compare: Evaluating different properties and their prices.

Negotiate: Trying to get the best deal possible within their budget.

Excitement: Dreaming of owning a home and creating a sense of stability.

Frustration: Dealing with high prices and limited affordable options.

Anxiety: Worries about making the right investment and getting value for money.