

Says

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

I want to understand

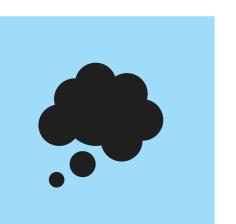
perspectives of

individuals involved

in the housing

market in India.

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



What are the concerns and considerations of potential homebuyers?

Finding suitable home within budget

Where should I start and which one is best?

What factors influence their decision-making process?

What challenges do they face in finding affordable housing?

Thinks

HOME BUYERS

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 invesment and getting value for money.



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?

