



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 prices in Chennai went up 6 percent to Rs.7653 per square feet.

Metropolitan city houses are advantageous for a wide range of job opportunities.

Times of INDIA (2012) report indicates that housing prices witnessed the steepest rise in the world, since 2001.

Housing price in bengaluru witnessed a 10 percent increase in prices to Rs.8688 per sqaure feet.

Metropolitan city houses have some of best educational institutions in INDIA.

Metropolitan city houses are known for their diverse communities with people from different religions.



EMPATHY MAP

Analysing housing prices in metropolitan areas in INDIA.

A change in the house price affect the household's perceived lifetime wealth.

House price behaviour may also reflect some short of developmental status of the households.

Metropolitan city houses have a higher cost of living when compared to other cities.

Metropolitan city houses are known for their high level of pollution.

Housing prices in cities depends upon the economics status of the country.

Metropolitan city houses can be unsafe with a higher incidence of crimes.



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?