



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?



Persona’s name
Short summary of the persona

However, I don't have access to real-time data or developments beyond September 2021, so I recommend checking the latest news, reports, or government sources for updated information on this topic in 2023.

As of my last knowledge update in September 2021, housing prices in metropolitan areas of India were a topic of frequent analysis and discussion.

Various factors like demand-supply dynamics, economic conditions, government policies, and real estate trends influenced housing prices.

Amenities: The availability of shopping centers, parks, gyms, and other amenities influences housing choices.

Security: Safety and security are essential needs, and they hope for neighborhoods with low crime rates.

Education: Parents often seek housing near good schools and educational institutions to provide the best opportunities

Price Fluctuations: Housing prices in metropolitan areas tend to fluctuate based on supply and demand dynamics. Rapid urbanization and population growth often lead to upward pressure on prices.

Regional Variations: Different metropolitan areas in India experience varying rates of price growth. For instance, Mumbai and Delhi typically have higher housing prices compared to cities like Chennai or Kolkata.

Government Policies: Housing prices can be influenced by government policies and regulations, such as changes in property taxes, stamp duties, and affordable housing initiatives.

Government Policies: Anxieties can be tied to uncertainty about government policies related to housing, such as changes in regulations or property taxes.

Property Scams: People are often fearful of fraudulent practices in the real estate market, including property scams and unscrupulous developers.

Environmental Concerns: Some individuals worry about the environmental impact of urbanization and the development of housing in metropolitan areas.



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?