



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?



Some individuals may also talk about the inequalities that arise from the disparity between high housing prices and lower income levels.

They could discuss their struggles to find housing options that meet their budget constraints and desired location.

People may express frustration or concern about the escalating prices, feeling that it is becoming increasingly difficult to afford decent housing.

People could also think that there is insufficient regulation or transparency in the real estate market, leading to inflated prices.

They may believe that housing prices are influenced by factors such as location, amenities, and demand.

People may think that housing prices in metropolitan areas of India are too high and unaffordable for the average person.

People may search online platforms, consult real estate agents, or browse classifieds to find listings and compare housing prices in different metropolitan areas.

Some individuals might opt to rent rather than buy due to the perceived high prices of homeownership.

Others may resort to living in suburbs or outskirts of metropolitan areas, where housing prices tend to be relatively lower.

People may feel stressed or anxious about the affordability of housing, as it is a significant financial burden for most individuals and families.

Some may also feel hopeful, believing that the government or policymakers will take action to address the issue of rising housing prices.

Others may experience a sense of resignation or frustration, feeling that the housing market is beyond their control.



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?