



Says

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

We invest heavily in construction and want to maximize profits.

We need affordable, quality housing with good resale value

We facilitate property transactions and aim for high commissions



Thinks

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

How can we price properties to attract buyers without compromising profits

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How can we balance affordability with urban



ANALYSING HOUSING PRICES IN METEROPOLITAN AREAS OF INDIA

Conduct market research, adjust pricing

Research, visit properties, negotiate,

Network, research the market,

Anxious about market fluctuations and competition.

Stressed about making a long-term financial commitment.

Pressure to meet targets and ensure customer satisfaction



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?