



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

Housing prices in India have surged during the first quarter of 2023 with the average price rise across all the major raetyly beings to 70%

The indian property market is more bouyant it has beeb several years

The reports highlights that the average rate of properties in Bangalore saw a 10% apprection

Real estate has consistently been one of the best performing assert classes overt the long term

Property buyers are back in force in most cities as inquiries have rebounded

There was a notble housing price inflection in aggregate

housing prices in Ahmedabad rose 10 per cent Y-o-Y to ₹6,507 per square feet during April-June

Chennai went up 6 per cent to ₹7,653 per square feet

The price of house in Delhi is \$8652

The paper examine long run behaviour of house prices by addressing

City level quarterly data covering the period 2007\_2011 and applying

The law of pne price does not hold in the india



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?