



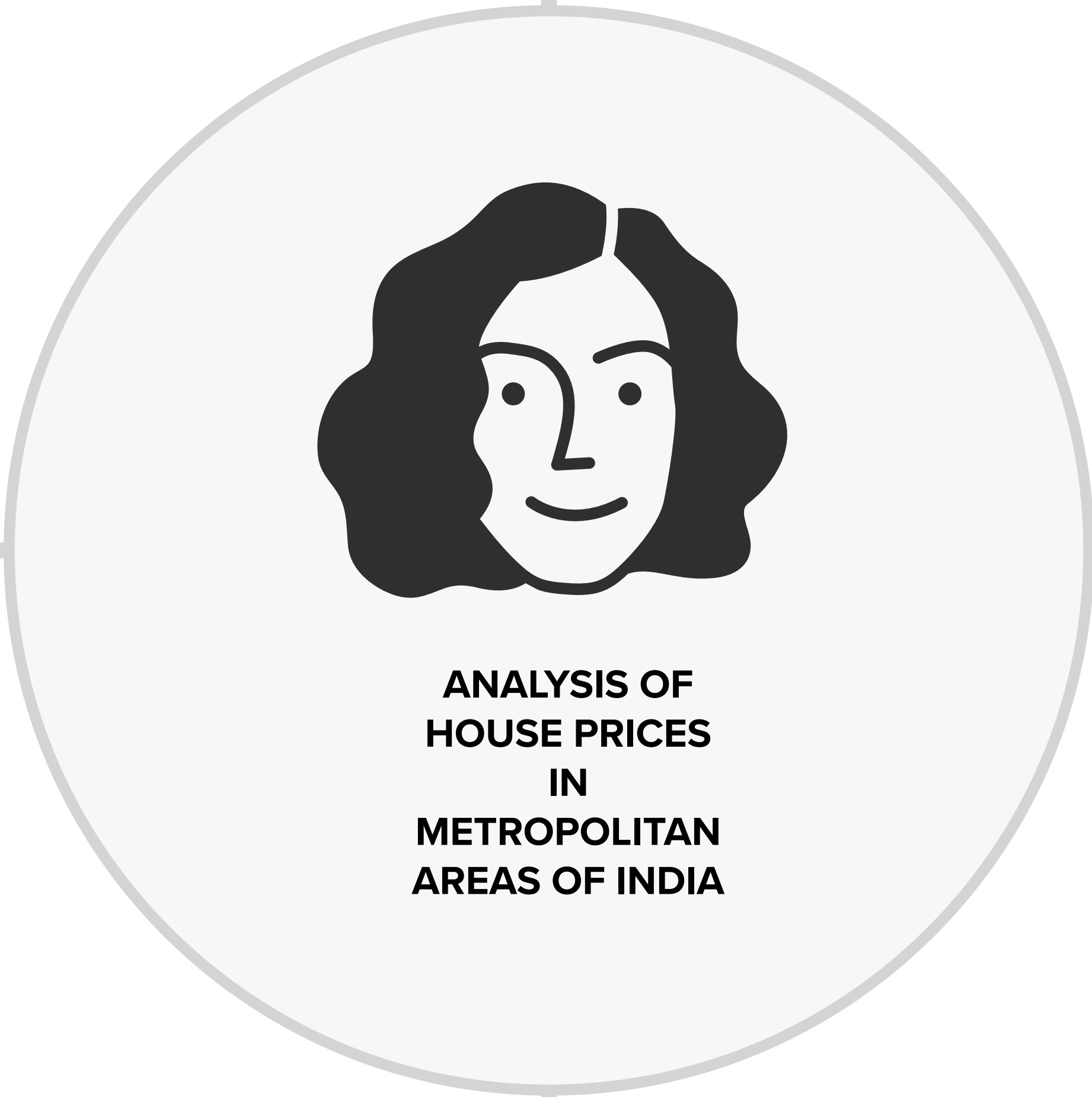
Says

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?



"The cost of homes in major Indian metros is skyrocketing."

"Real estate prices seem to be beyond the reach of many middle-class families."

"People are concerned about the long-term financial implications of buying property at current rates."

"I believe owning a home in a metro city is becoming increasingly unattainable."

"Many potential buyers are probably considering relocating to more affordable areas."

"Developers may be taking advantage of the high demand to inflate property prices."

"I believe owning a home in a metro city is becoming increasingly unattainable."

"Many potential buyers are probably considering relocating to more affordable areas."

"Developers may be taking advantage of the high demand to inflate property prices."

"Many individuals are researching extensively before making any decisions about buying property."

"People are seeking advice from friends, family, and real estate experts."

"Some are opting for smaller homes or compromising on location to make homeownership more affordable."



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?