

Says

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

Tenants express frustration about the highcost of renting in metropolitan areas and it is challenging for them to find affordable housing that fits within their budget. Hence the affordability concerns more in selecting the houses in metropolitan areas.

Tenants often have concerns about the quality and condition of rental properties, particularly in competitive markets where landlords might not invest as much in property upkeep.

Tenants might feel that there are limited rental options available, leading to increased competition for desirable properties and this result in properties being rented quickly and tenants feeling pressured to make fast decisions.

TENANTS

Tenants might talk to

friends, colleagues, or

about rental costs and

neighbourhoods.

acquaintances who live in

the same metropolitan area

to get firsthand information

Some tenants consult real estate agents or rental specialists who have access to market data and can provide advice on rental prices and areas allign with their preferences.

Thinks

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



Tenants might appreciate efforts to analyze housing prices, as it can provide transparency into the factors influencing rental costs and property values and this information can help them understand whether their current rent is in line with market trends.

Analyzing housing prices can help tenants better understand why rents are high or increasing, allowing them to gauge the affordability of different neighbourhoods within the metropolitan area.

Price analysis can assist tenants in planning for the future, whether it involves budgeting for potential rent increases or considering the feasibility of homeownership in the metropolitan areas.

The prospect of high and increasing housing prices can trigger anxiety for tenants, especially if they worry about future rent hikes and their ability to afford their current living situation.

Analyzing metropolitan housing prices can sometimes lead to confusion, especially if there is a wide range of prices in different neighbourhoods and it is unclear which option is the best fit.

Some tenants might feel motivated to explore new neighbourhoods or areas they had'nt considered before, based on price analysis that reveals more affordable options.



Does

What behavior have we observed? What can we imagine them doing?

Tenants explore online

available properties and

their associated rental

rental platforms and

websites to browse

prices in different

neighbourhoods.







