



## Says

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

collection of  
prices of new and  
resale houses  
located in the  
metropolitan  
areas of India

convergence  
or divergence  
across fifteen  
metropolitan  
cities in India

the  
amenities  
provided for  
each house



## Thinks

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

hence the different  
metropolitan house  
markets operate  
independent to  
one another

We all know  
that India has  
been one  
nation with  
multiple taxes

All this will come to an  
end with the country  
becoming a cluster  
free highway for  
transparent, simple,  
efficient, one nation  
indirect tax system.

analysing housing prices in metropolitan areas of India

Persona's name



## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

which could  
indicate the  
absence of  
information about  
the apartment  
but these values

India, one can  
predict the  
final price of  
houses in  
these regions

Since for a set of  
houses, nothing  
was mentioned  
about certain  
amenities, '9'



## Does

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

The Goods and  
Services Tax (GST) -  
India's 25% ever  
biggest tax reform  
since independence  
launched formally

Good  
because  
multiple taxes  
will be  
evaded.

Goods and Service  
tax is the  
Comprehensive  
levy on the goods  
and services at the  
stage of  
consumption.

[See an example](#)