



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?



Feels

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



Does

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

See an example



House prices in India have increased by 284%.

Nation of housing as a wealth stock for households blinds this sector intricately with economic activity.

The Law of One Price does not hold in the Indian housing market.

Housing and real estate are considered as major sources of physical and financial asset.

Considers house prices while making monetary policy decisions since early 2021

The prices of 3 bhk as mush as 2%-20% across cities in Q2.

Home owner can freely set in the price of his house.

The different metropolitan house markets operate independent to one another.

patnerships with developers to increase the availability of affordable housing units.

Cities can implement affordable housing programs that provides subsidies ,incentives.

Housing problems are defined as any household that has overcrowding,plumbing facilities.

Housing markets in the different areas operate as segmented indepented local markets

Help the developer determine the selling price of a house and the customer right time to purchase a house.

Devolving house-building budget from central goverment to those cities that want to grow.

Inadequate urban planning and infrastructure is also a significant challenge for affordable housing in india.

The Law of One Price holds in the housing market of fifteen metropolitan areas in India.