



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?

Delhi,Mumbai, Chennai, Kolkata and Bengaluru are the five metropolitan cities in india.

There are several factors that contribute to high property prices in metropolitan cities in india limited availability, the economic growth and development of these cities also plays a role in driving up prices

The prices of residential properties in metropolitan cities went up Rs.7,000 per square feet.

Cities have educational institutions, transport facilities, medical facilities, employment agencies and shops.

Pepole move from villages to metropolitan cities for education

They move towards the metropolitan cities as there are more job opportunities

They move because medical facilities are easily available in metropolitan cities

Lot of various entertainment options are there in the metropolitan cities



CONSUMERS

In this cities they have better opportunities for jobs with higher paying salaries.

Noise pollution is caused by heavy traffic in mentropolitan cities

Higher cost of living, more crime and greater pollution levels .

Overcrowding in flats of metropolitan cities leads to water scarcity

The dream of the every average person is to live in the metropolitan cities

The metropolitan cities housing prices are so high just because of the uncontrolled population

we miss our tradition and culture,and safety for women and children is an issue.

They are moving towards metropolitan cities for better lifestyle.



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?