



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?

user

expected to increase 7.5 percentage on a per india basis this year

the fastest growth in 5 years

Average house prices were forecast to rise 60 percentage next year and 2014

affordability thereshold (30-40percent of household income)

income thersholds (100 percent of median income)

standardistation thershhold cacles to estentional servuces, poor sapce, and reasonable community time to worl

mumbai ranks amongst the mist expensive real estate markets globally

average house price in the top seven critical national capital region kolkata, mumbai, pune, hydrabath,bengaluru increased in 4 tp 7 percentage

collection of price of new and resale houses located in thee average metropolitan area of india

india house price continue to increase due to a surge in demand . increase 7.5 % on a pan india basis of the year

a rise in the price of construction material has focal price up



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?