

Says

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

> struggling to find affordable housing in metropolitan areas.

expressing frustration about the lack of transparency in property pricing

say they are interested in understanding trends and patterns in housing prices.

> Uncover insights into housing price trends

across major metropolitan areas in India, assisting potential homebuyers and renters in making informed decisions.

Notice the actions they take when comparing different housing options

> Understand their behavior high or low

Analyze whether they visit property websites, attend open houses, or seek advice.

when faced with housing prices

Does

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

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



thinking about the possibility of making profitable real estate investments.

Explore what they might be thinking when looking for a place to live

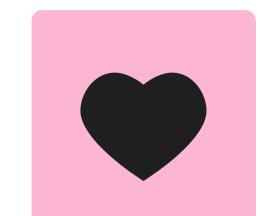
Investigate common conversations and opinions about housing affordability

Users might be concerned about the impact of rising housing prices on their financial stability.

might feel overwhelmed by the complexity of factors affecting housing prices

Recognize the anxiety your users might experience when considering the long-term financial commitment of buying a home, especially in a market with fluctuating housing prices

Feels



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

