



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?

demand for homes soars ,prices follow suit

expected to increase 7.5% on a pen-india basis this year

real estate will do well in 2023

similar properties in the immidiate area 

estimates a homes prices based on recently sold

dimand for bigger homes soars in top indian cities



Persona’s name

BRUNTHA
DIVYA
GEETHA
INDHU

the study of the market and its evolution

demand for homes soars prices follow suit

studying the demand

data collection process

mumbai remains the most unaffordable housing market in the country

inadequate urben planning and infratructure



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?