

Says

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

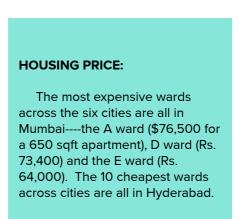
Thinks

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



HOUSING GIVEN FREE HOUSES:

The idea of free housing is to give houses and accommodations to those that lack resources so they are able to prosper and live their lives.



*Interest ratest have fallen to as low as 6.85%; houses under PMAY will attract further interest subvention.

*Developers expect demand revival as even rent- favouring millenials are turning buyers.









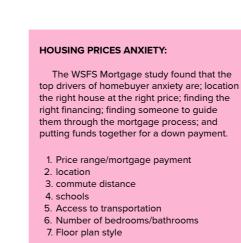


Persona's name

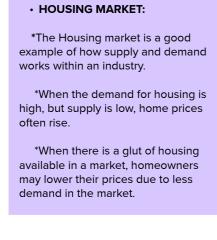
Devasri.M

Gowsalya.S Keerthana.V Jansi Rani.A









*The LAW OF DEMAND
dicates that people will have
lower demand for a good as its
price rises ever higher.

*Similarly, lower prices drive
demand, meaning CONSUMERS
Value and Purchase something
more when it's cheaper.

*The LAW OF SUPPLY says that a higher price will induce producers to supply a higher quantity to the market.

*Likewise, when supply is low, prices will rise as people will scramble to buy up scarce resources.



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







