

Says

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

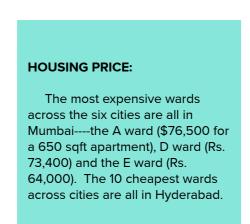
Thinks

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.





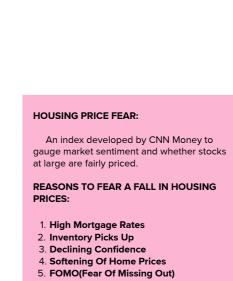




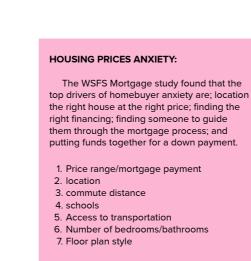


Persona's name

Devasri.MGowsalya.s
Keerthana.V
Jansi Rani.A



7. Riskier Mortgages





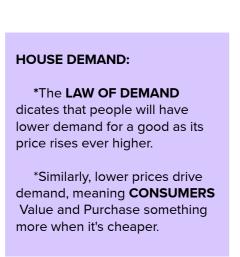
example of how supply and demand works within an industry.

*When the demand for housing is high, but supply is low, home prices often rise.

*When there is a glut of housing available in a market, homeowners may lower their prices due to less demand in the market.

· HOUSING MARKET:

*The Housing market is a good



*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?





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

