



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.

HOUSING PRICE:
The most expensive wards across the six cities are all in Mumbai—the A ward (\$76,500 for a 850 sqft apartment, D ward (Rs. 73,400) and the E ward (Rs. 64,000). The 10 cheapest wards across cities are all in Hyderabad.

HOUSE BALANCING COSTS AND QUALITY:
Affordable housing developments contribute to the tax base, generating revenue for local Government that can be reinvested in community development and public services.

HOUSE DREAM:
*Interest rates have fallen to as low as 6.95%; houses under PMAY will attract further interest subvention.
*Developers expect demand revival as even rent-favouring millennials are turning buyers.

HOUSE PRICE:
Property in India are expected to increase 7.2% on a Pan-India basis this year, the fastest growth in five years, according to a Reuters poll of property analysts.
Average house prices were forecast to rise 6% next year and in 2024. The poll of 13 property analysts were held during MAY 11-27.

HOUSE WANTS:
"Can I Change This After We Purchase A House?"
YES:
1. KITCHEN SPACE
2. APPLIANCE COLOR
3. CABINET
4. PAINT COLOR
5. CLOSET
EVERY HOME BUYER HAS DIFFERENT WANTS.

HOUSE NEEDS:
"Can I Change This After We Purchase A House?"
NO
YES
SAYS 10 HOMEOWNERS WHO WANTED TO KNOW ABOUT THEIR HOME PROJECT FROM HOME VISITORS
Linda D. Howe
BEFORE BUYING, PEOPLE WANT TO GET TO KNOW A HOME FIRST. THEY WANT TO KNOW ABOUT THE HOME'S HISTORY, ALL ABOUT THE HOME'S HISTORY, AND ABOUT THE HOME'S HISTORY. EVERY HOME BUYER HAS DIFFERENT NEEDS.



Persona's name
Devasri.M
Gowsalya.s
Keerthana.V
Jansi Rani.A

HOUSING MARKET:
*The Housing market is a good 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.

HOUSE DEMAND:
*The LAW OF DEMAND dictates that people will have lower demand for a good as its price rises over higher.
*Similarly, lower prices drive demand, meaning CONSUMERS Value and Purchase something more when it's cheaper.

HOUSE SUPPLY:
*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.

HOUSING PRICE FEAR:
An index developed by CMI Money to gauge market sentiment and whether stocks at large are being priced.
REASONS TO FEAR A FALL IN HOUSING PRICES:
1. High Mortgage Rates
2. Inventory Picks Up
3. Overbuilding
4. Rising Cost Of Home Prices
5. FOMO(Fear Of Missing Out)
6. Reliance
7. Blister Mortgage

HOUSING PRICES ANXIETY:
The Weiss Mortgage study found that the top drivers of mortgage anxiety are: location, the right house at the right price, finding the right housing, finding services to guide them through the mortgage process, and putting their house together for a clean payment.
1. Price (mortgage payment)
2. Location
3. Interest rate
4. Service
5. Access to transportation
6. Number of bedrooms/bathrooms
7. Floor plan style

HOUSING PRICE PRESENTATION:
Presentation of a house presentation or video, often from the property owner or the House Price.
COMMON PRESENTATION WITH THE HOUSE PRICE:
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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?