



**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?

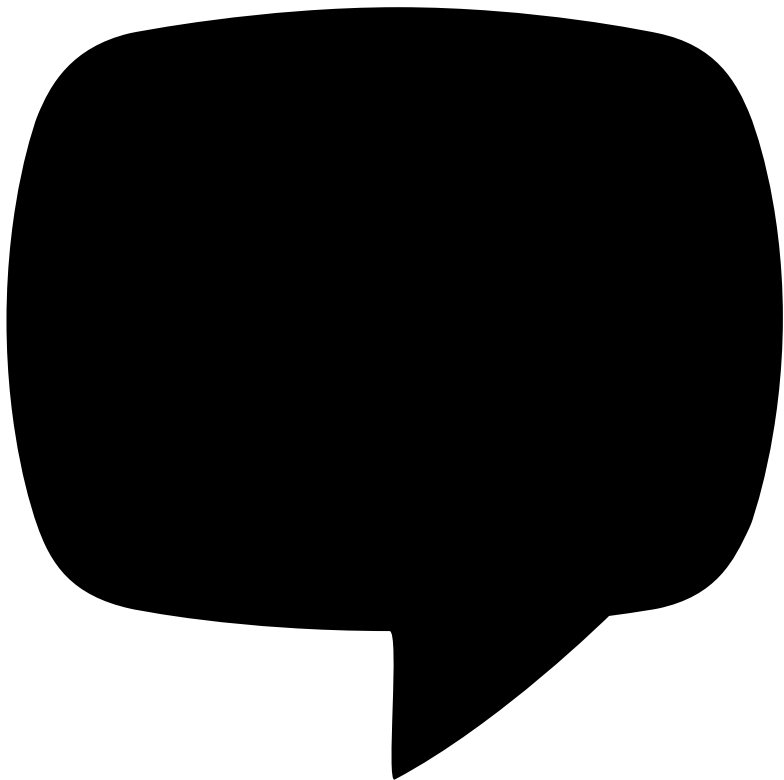
Beyond  
Limit

Data and  
Advice  
Required

Opportunities  
and Facilities.

Affordable  
and  
Sophisticated.

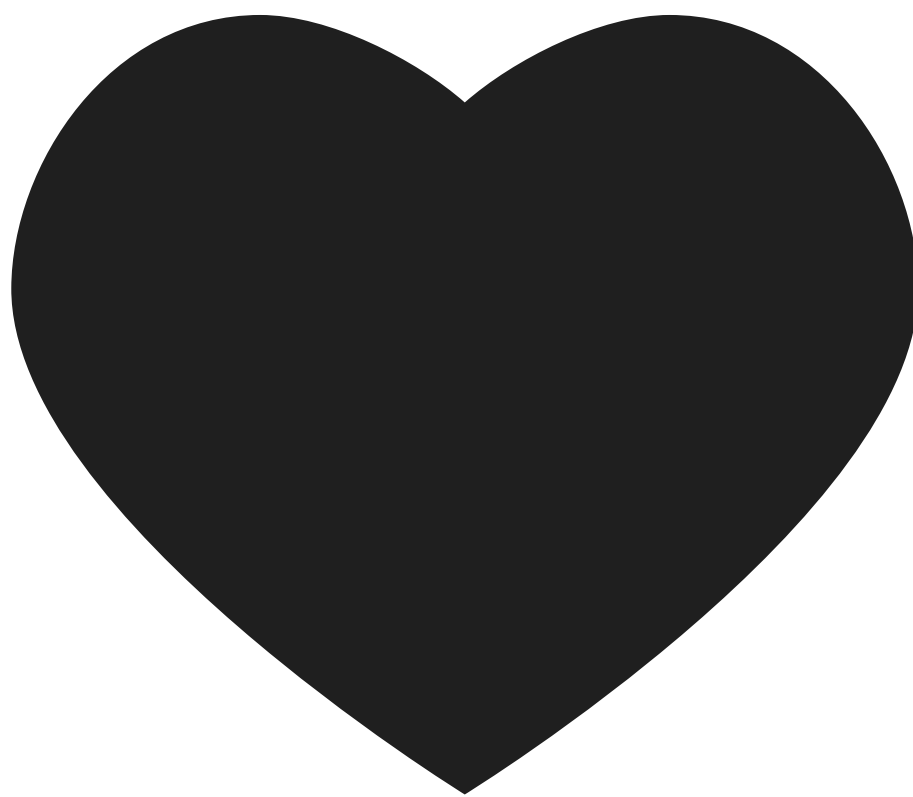
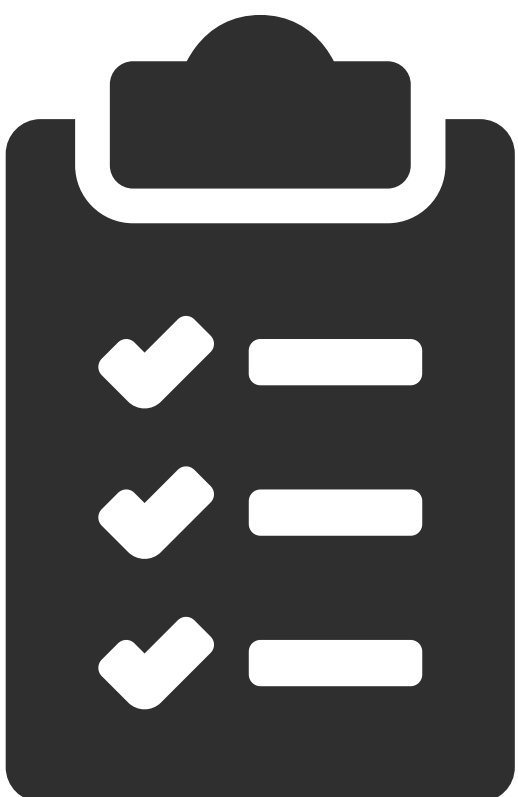
Diffculty in  
Findings



Smart and  
Informed  
Decision.

Housing Prices  
In Metropolitan  
Areas Of India

Exploring  
Online



Baffled and  
Bewildered

Comparing  
Online

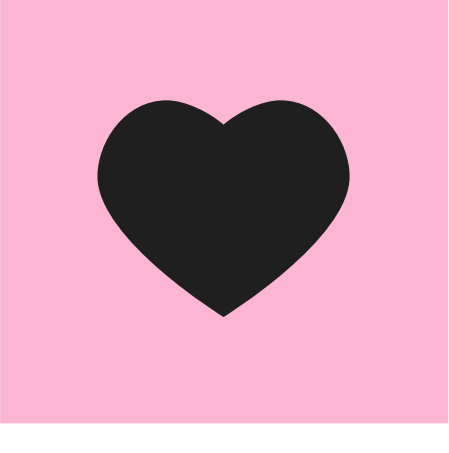
Investigate  
Housing

Stress and  
Uncertainty

Anixety



**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?