



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?

RESIDENDTS:  
"Rent is  
skyrocketing."

RESIDENTS:  
"Will I ever  
afford to buy a  
house here?"

DEVOLOPERS:  
"High demand  
for luxury  
apartments".

GOVERNMENT:  
"Affordable  
housing is a  
priority".

DEVOLOPERS:  
"What are the  
latest market  
trends?"

GOVERNMENTS:  
"How can we  
bridge the  
housing gaps?"



ANALYSING HOUSING  
EXPERIENCE OF MERTOPOLITAN  
CITIES OF INDIA

RESIDENTS:  
Anxiety,  
frustration and  
hope.

RESIDENTS:  
Searching for  
affordable  
rentals, exploring  
home loans

DEVOLOPERS:  
Building high rise  
apartments,  
marketing new  
projects

DEVOLOPERS:  
Optimism and  
stress.

GOVERNMENT:  
Responsibility  
and urgency.

GOVERNMENTS:  
Implementing  
housing  
schemes,regulating  
real estate



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?

 [See an example](#)