

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?



Less tax collection at ULB level; increased load on the exchequer.

Increased demand for land and increased land prices in urban areas.

Dedining agriculture;increasing rural-urban migration.

Increase in urban poor population; growing demand for affordable housing in urban areas.

Reduction in monetary savings of households.

Low investment in building new infrastructure and in maintaining existing infrasstructure.

Increased house prices in the formal sector; reduction in provision of public housing.

Unconducive policy environment growth and growth and growth and expansion; lack of pollitical will for urbanization.

Slowdown in economic growth;lack of new job creation; urban poverty.

Superficial scarcity of urban land.

Reduction in housing affordability.



Persona's name

Short summary of the persona

inflation, and even economic conditions in other countries can also influence the real estate market.

Mortgage rates,

Start by examining the prices of similar properties in the vicinity.

Demand for bigger homes soars in top Indian cities . demand for homes soars prices follow suit .

The FHFA HPI serves as a timely accurate indicator of house price trends at various geographic levels.

Expected to increase 7.5% on a pan-India basis this year.

The reserve Bank of India publishes a quartely house price index (HPI) for ten major cities.

Help the developer determine the selling price of a house and can help the customer to arrange the right time to purchase a house

A post -pandemic need for security, increased savings, and relatively little income disruption for middle-and higherincome groups market Mumbai, for instance, homebuyer's affordability has dropped by 8 per cent in 2022 over the previous year

In India's largest

Estimates a home's price based on recently sold . similar properties in the immediate area.

Understand how the house work and what it is about gathering the correct information.

Housing shortage was a constant problem in India's cities. Distress migration from rural areas to urban and periurban areas also contributed to the everincreasing demand for houses.

Inadequate urban planning and infrastructure is also a significant challenge for affordable housing in India

Wha

Does

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?



