

## 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?



The terms of absolute number it is no surprise that mumbal metropolitan region continues to host India's most expreine homes

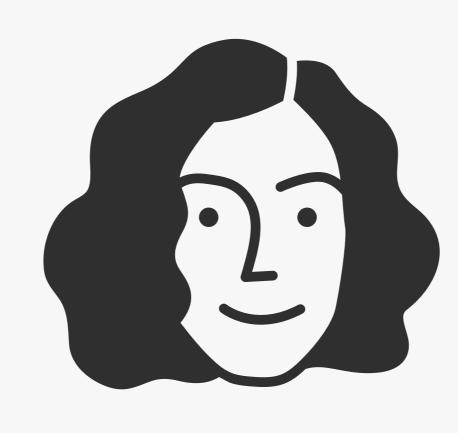
city is a human setlemant the high density of population four, wayroads, flyover, sky scrapers, parks, euducation

collection of prices of new and resale houses located in the metropolitan areas of india te amenities provided for each houses

average
weighted price
of an apartment
unit at Rs 19,557
per sq

various
entertainment
options places to eat
and shop upgraded
infrastructure
networking medical
assistance

Diversities of ethni, regional, economi, class, indian life, midely accepted cultural themes enhance social harmany and order



## Persona's name

Short summary of the persona

A core area contaning a large population nuclleus together with adjacent

Have a hight degree of economic and social integraion with that core

The bangalore is not just one of thebest metrocities in india but most advanced and developed city in the country it is leading (IT) ,pleasant weather

The brain limbic system comprised of the hippocampus amygdala 7.5%

Indian suffer from mental anad combining a wide varirty ofpeople

short of house, water

## 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?

