

Says

What have we heard them say?
What can we imagine them saying?

People might express frustration about rising housing costs and how it impacts their budgets

Affordable options, transparency in pricing, easy access to property information.

They could voice their aspirations of owning property in prime locations despite the high prices

> ANALYSING HOUSING PRICES IN METROPOLITAN AREAS OF INDIA

> > See an example

processing loan applications, offering financial advice, calculating loan amounts.

Attending proprerty exhipitions, contacting real estate agents, browsing online listings.

planning new projects, managing construction, collaborating with architects.



Does

What behavior have we observed? What can we imagine them doing?



Researching different areas, comparing prices, evaluating loan options.

Location advantages, construction quality,pricing that covers costs and yields profit.

Implementing housing policies,tracking market trends,regulating real estate practices.

Anxious about affordability, frustrated by prices, excited about finding a good deal.

> housing affordability, aiming for balanced urban development.

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Interested in loan disbursement, cautious about market volatility affecting repayments.

Responsible for





Thinks What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?