

## Says

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

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



**Thinks** 

Urban india stood at 78.48 million.

Five year plan estimated to be 24.71

people increasingly living in slums.

MHUPA

The group further estimated that 88%.

Another 11% for lower income group.



## Persona's name

C.Kala,M.Kokila, K.Kowsalya, K.Lalitha.

Squatter seltiements

Development ,like many other indicators reflected in india

The amenities provided for each houses

(MIG &HIG)
The
estimated
shortage only
0.04 million.

Economically weaker sections of the society.

Has
deteriorated
the housing
conditions

## **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?



