

Advisory customer empathy mapping

Summary of interviews with 7 current "active participant" advisory customers



What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Buyers want

affordable and well-

located housing

options.Investors want

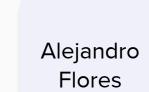
properties with potential

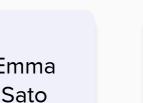
for appreciation.Real

estate developers want

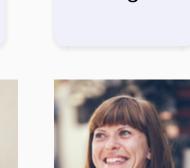
profitable projects.

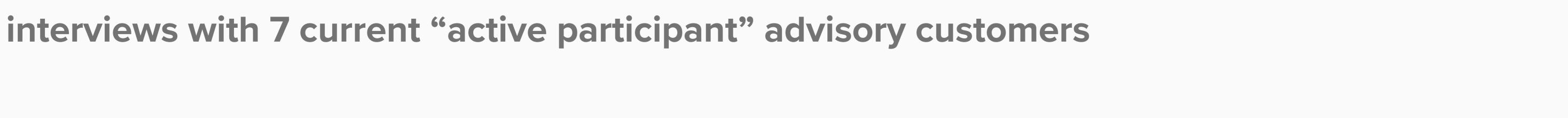
1.Wants:

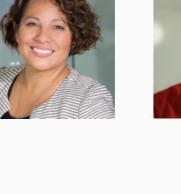






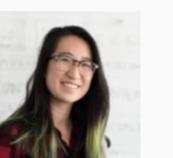


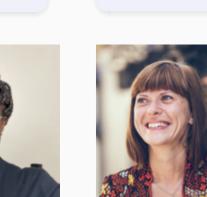






Thinks







Says

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

We've heard experts say that analyzing housing prices in metropolitan areas of India requires considering factors like location, demand, and economic trends.

We can imagine experts address affordability and housing market stability.

discussing the need for robust data collection, statistical models, and government policies to

2.Needs: Buyers need access to financing options and a secure transaction process. Developers need regulatory approvals and infrastructure support.Investors need market research to make informed decisions.

3.Hopes: Buyers hope for a stable home and a sense of security. Developers hope for successful projects that enhance their reputation.Investors hope for profitable returns on their investments.

Additionally, they might emphasize the importance of technology and data analytics in making informed predictions about future housing price trends in these areas.

> •Behavior observed: Researchers and analysts have collected data on housing prices in metropolitan areas of India.They have likely gathered information on factors like location, size, amenities, and market trends.

Imagined actions: Researchers could be using regression models to understand how various factors impact housing prices.They might be visualizing data through graphs and charts to identify trends and patterns.

 Experts could also be making predictions about future housing price trends based on historical data and economic indicators.Policymakers might use this analysis to make informed decisions regarding housing policies in metropolitan area

Analysing Housing Prices In Mettropolit Areas Of India

1.Financial Anxiety: Many people may be anxious about the high cost of housing in metropolitan areas, fearing that they won't be able to afford a suitable home.

2.Property Investment Concerns:

Investors may fear market fluctuations and the risk of losing money on property investments.

3. Supply and Demand Worries:

Frustrations may arise from the limited supply of affordable housing, leading to concerns about competition and rising prices.

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Does

Feels

