



Says

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

Metropolitan
houses are
more than
two floors?

A common
man can't
purchase a
budget
house.

Leading and trusted
builders complete
the project through
an agreement, but
the cost is very
high.

Ready-
made
houses are
not perfect.

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



Thinks

Houses are so
expensive,
other than the
municipality
and village.

Why do people
construct their
houses with
VASTHU?

Why do
people like
2BKH and
3BKH
houses?

Parks and
gardens are
available
nearby.

METROPOLITAN
HOUSE



Metropolitan
houses are easily
accessible for
traveling
throughout the
day.

House streets
are specially
well clenched

Metropolitan
City House
elevation works
are creative and
beautiful.

Labor
costs are
very high.

Material
costs are
very high.

House
prices are
the most
expensive.

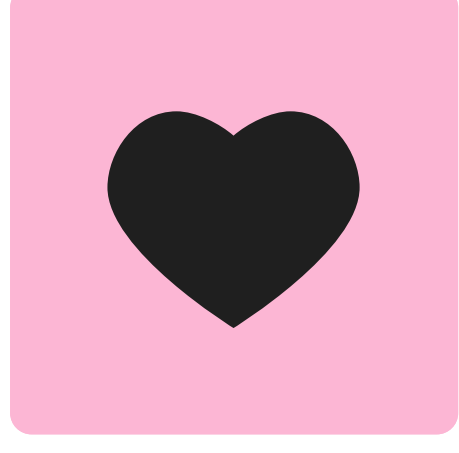
Houses
constructed
with DTCP
approval



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?



Feels