



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?

property
occupied by
someone
other than
the owner

Household
information

among
others, a
decent
standard of
living for all

Rent a new
home
online

Residential
history

Employment
and income



ANALYSING HOUSING PRICES IN METROPOLITAN CITIES

a decent
standard of
living for all

Rising
Property
Values
Long Term:

Tax
Benefits

This goal
cannot be
achieved
without
providing
adequate
shelter

creditworthiness,
and an inability
to procure a
formal bank loan

Unprecedented
Rent Prices &
Demand From
Renters



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?