



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?



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?

See an example



NIVASRI .S
Analysing Housing
Prices Ib Metropolitan
Areas Of India.

Help the developer
determine the selling
price of a house and
can help the
customer to arrange
the right time to
purchase a house.

By accurately reflecting
the prices of different
goods and services
using accurate data,
customers are more
likely to trust the
company and its
business processes.

Uses an algorithm
to analyse a product
or service based on
its characteristics,
demand, and
current market
trends.

More
opportunities
for job.

More
opportunities
for business.

Better
medical
facilities.

Over
whelmed

Fear

Unsure who
to trust.

An area having a population
of 10 Lakhs or 1 Million or
more, comprised in one or
more districts and consisting
of two or more Municipalities
or Panchayats or other
contiguous areas, specified
by the Governor by public
notification to be a
Metropolitan area.

A major city together
with its suburbs and
nearby cities, towns,
and environs over
which the major city
exercises a
commanding economic
and social influence.

Mumbai, Pune, Delhi,
Ahmedabad, Surat, Chennai,
Kolkata, Bangalore, and
Hydrabad are the nine
metropolitan cities of India with a
population of more than four
million. According to the Indian
Census Commission, cities in
India with a population of more
than four million are considered
Metropolitan Cities of India.