Says

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

housing prices skyrocket in india's metro cities

housing prices surged by 14% yoy in june quarter

gururam leads housing demand followed by bengaluru and others

Thinks

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

I want to learn more about this

do i really need it?

am i forgetting something

Persona's name

HOUSING PRICES OF METROPOLITAN

supply declines, especially in affordable & mid-priced segments

expats and global executives luxury property rental rise

bengaluru tops residential rental costs among tier,cities

In the midst of challenges , opportunities for growth abound

Indian's housing sales HT an ALL-TIME high in 2.2023 despisce pising home loan rates

"1,15,100 units sold in Q2 2023 across India top 7 cities anarock research

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