



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?

Investors are eyeing metropolitan areas for real estate opportunities,driving up property values.

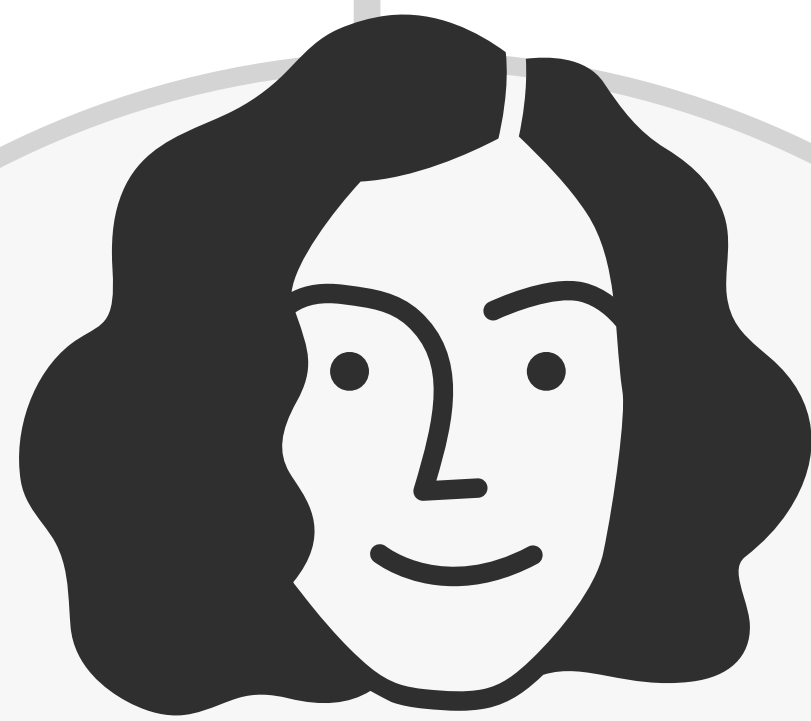
Modern buyers often seek properties with amenities such as gyms, swimming pools, parks, and community spaces.

Housing price in major indian cities have been steadily rising over the years,making it increasingly challenging for the average person to afford a home.

Government policies and economic factors play a crucial role in shaping housing prices

Safety is a top concern . Buyers hope for secure neighborhoods with low crime rates.

Some buyers see property as an investment and look for locations with potential for future appreciation



Analysing housing prices in metropolitan areas of india

Short summary of the persona

Housing markets can go through cycles of boom and bust. Periods of rapid price growth are often followed by corrections or slowdowns.

Policeies related to real estate, like tax incentives or regulations,can in fluence the behavior of the housing market.

The limited availability of affordable housing can lead to anxiety,especially for those who are in urgent need of housing

High rental costs can be a source of frustration,as they make it challenging to save for a down payment or invest in a home.

The balance between supply and demand is a fundamental driver of housing prices.If demand outstrits supply,prices tent to rise.

The financial burden of taking out loans or mortgages to buy a home can lead to anxiety and stress.



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?