



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?

a post pandemic
need for security
increased
savings and
relatively little
income

distrupction for
middle and
higher
income
groups

expected to
increase 7.5%
on a pen india
basis this year

the right time
purchase a house
estimates a home
price based on
recently sold similar
properties in the
immediate area

help the developer
determine the
selling prices of a
house and can
help the customer
to arrange

thearrwnt home loan
interest rates range
around 8.5 percent
suggesting that it is
good time to by a
home

the devaloper
determiner
the selling
price of a
house

can help the
customer to
arrange the right
time to purchase
a house

PMAY (urban)is
the most
significant
urban housing
scheme in india

which provides
subsides on house
loan intersets for
the purchase or
construction of a
house

In 2019 the real
estimate market
was Rs 12,000
crores an
estimate states

thatby 2040 the
market would
grow to Rs
65,000 crores
prices in mumbai

prices in mumbai
and delhi
including its
surroundings
mational capital
region

expected to
rise between
4% and 5%
this year and
next



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?