



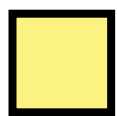
Says

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?



need big house at affordable price

To buy home without any loans and EMI

only house owners fix the price of house

housing price have been climbing in major indian cities

in the process they make lakhs and lakhs as commissions

the growth in sales can be attributed increased demand especially in mumbai and pune



Persona's name

Short summary of the persona

metropolitan area people 's language and behaviour is given fears to the new comers of the area

good quality of construction

if house price increases then the wealth effect likely to cause an increase in consumer spending for resale

pepole just go for a reasonable price of house

metroplitan areas land's price was very high so people's would not have land there so they will be frustrated

metroplitan areas are associated with higher rates of most mental health problems compared to rural areas



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?