



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?

First enquire  
the market  
price for the  
metropolitan  
area house

There is a  
floating  
population in  
metropolitan  
cities

Know the  
value of the  
house  
before  
buying it

We want to  
see that the  
value of the  
house  
matches to  
our budgets

Owning  
land is  
impossible  
due to high  
cost

Hike in  
housing price  
depends upon  
the area

HOUSING  
PRICE

Optimism  
about the  
future of  
the  
population

Individuals  
have a  
dream of  
owning a  
house

Reducing  
the price of  
the house

There is ground  
competition,real  
estate

Their influence  
price  
negotiation  
depending upon  
2BHK,  
3BHK,price  
increases

The place should  
be structure  
,safer,accessible  
more faciliated



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?