

Says

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

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



Thinks

Rising Prices:

Many people
have expressed
concern about the
continuous
increase in housing
prices in major
Indian cities.

This is often attributed to high demand, limited supply and speculation.

Rising Demand:

Houising prices in may indicate a strong demand for urban living, driven by factors such as job oppurtunities, infrastructure development, and lifestyle preference.

safety and Security:

A safe
neighbourhood is a
fundamental needs.
Peoplee aspire to live
in areas with low crime
rates and good
security measures.

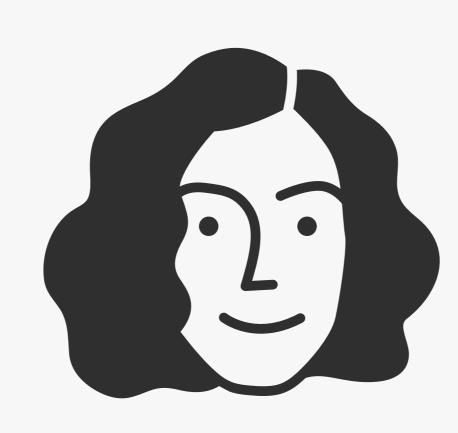
Quality of Construction:

The quality of construction and the materials used matter. Buyers want homes that are well- built and durable.

Housing Supply:

The number of available properties in the markets can affect prices.

Housing Demand:
Changes in
population,
migration, or
housing preferences
can impact demand.



Persona's name

Short summary of the persona

Real Estate Cycle:

The real estate market in India experiences cyclical behaviour.

Periods of rapid price appreciation may be followed by corrections or slower growth

Infrastructure
Development:
 Areas with better
infrastructure
development, including
transportation networks
and access to amenities,
often see higher property
prices.

Population
Trends:Rapid
population growth in
a metropolitan area
can drive up
housing demand
and prices.

Consumer Confidence:
High consumer
confidence often leads
to increased demand
for housing, which can
drive up prices.

Rental Costs:

High property prices

often translate into high

continuous increase in

be frustrated by the

rental costs. Renters may

rents, making it difficult to

save for their own home.

Fear of Missing
Out(FOMO):
The fear of

missing out on a good deal can lead to impulsive buying, potentially inflating prices.

Economic Stability:
Feelings of
economic stability can
boost investment in
real estate, while
economic uncertainity
can lead to hesitation.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



