



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?

in delhi-
NCR,rates shot
up 14 per cent
to rs 8652 per
sruare feet.

housing prices
in hyderabad
rose 13 per cent
to RS10530 per
square feet

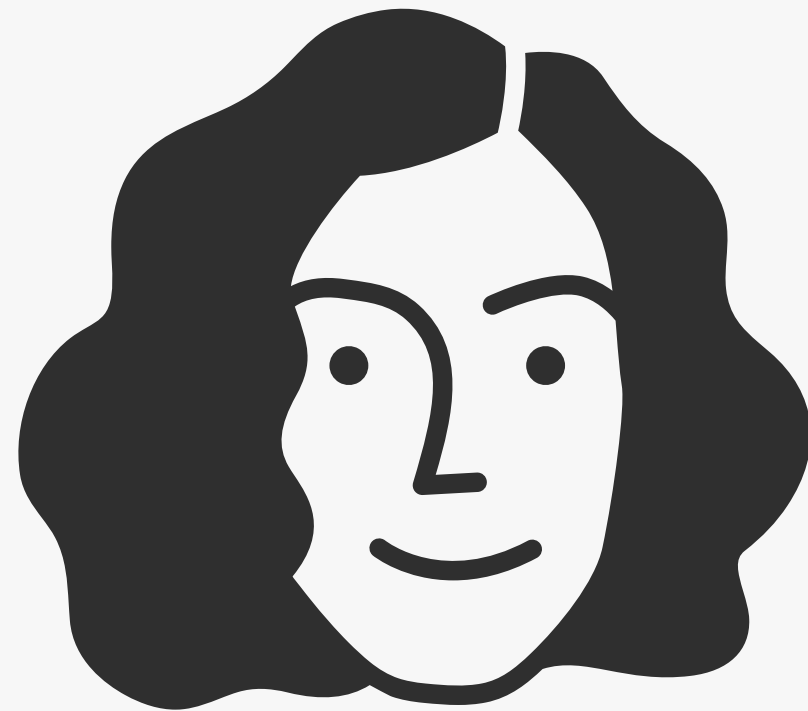
chennai-
6per cent

bengaluru

MMR WAS THE ONLY
CITIES THAT SAW fall
average prices duaring
the April-june quarter by
3 per cent to RS19,111 per
square feet due to
significant new supply
and rising unsold
inventory.

Realtors
apex body
CREDAI

liases for
MD Pankaj
 Kapoor said



Persona's name
Short summary of
the persona

as per the
data

kolkata recorded the
highest appreciation in
average residential
prices at 15 YoY
.followed by delhi NCR
and Hyderabad with 14
per cent and 13percent
increase respectively.

among eight
cities

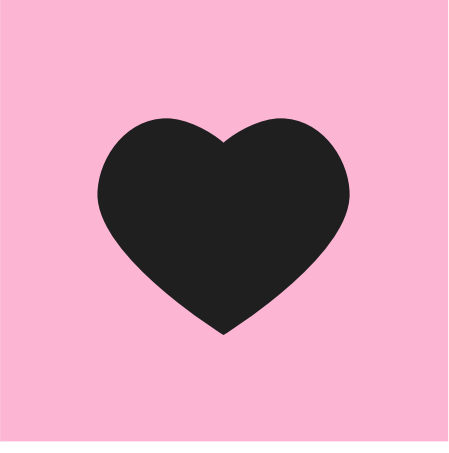
stating that housing
prices across the
eight major cities
increased by an
average 7 per cent
year on year during

housing
prices across
8major
indian cities



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?