



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?



Feels

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



Does

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

See an example



**Sushmitha**  
Karthika,Muthu  
sangavi ,Sowmiya

Prices are driven by a wide variety of factors that are local,regional,national,and global.

India house prices grew 1.8% YoY in march 2023,following an increase of 3.8% YoY in the previous quarter.

While basic concepts like supply and demand come into play,other things like mortgage rates,inflation and even economic condition in other countries can also influence the real estate market.

In Chennai the average house price was up modestly by 3% to INR 5,900 per sqm

Delhi, NCR saw a house price growth of 6% YoY in Q2 2023,to an average of INR 4,900 per sqm.

With urbanisation gathering pace and the population of cities growing rapidly,the requirement of housing units increased consistently.

In Gurugram,house prices increased strongly by 12% YoY to an average of INR 7,100 per sqm.

The housing price index is a quartely report by the Reserve bank of india based on the all India price movement from data collected from a few cities.

India first official housing price index ,was an initiative of the National Housing Bank undertaken at the behest of the Ministry of finance.

In Delhi NCR the EMI to income ratio stands at 30%

Mumbai remains the most unaffordable housing market in the country with an EMI to income ratio of a whopping 55%.

Ahamedabad is the most affordable Indian city to live in according to a new report released by Knight Frank India.