



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?



Housing Prices

Analysing Housing  
Prices in  
Metropolitan Areas  
of India

Housing prices  
are skyrocketing  
in major cities  
like Mumbai and  
Delhi.

Real estate  
developers are  
always  
launching new  
projects.

Affordable  
housing is  
becoming  
a rare find.

Will I ever be  
able to afford  
a home in a  
big city?"

How can I  
make a smart  
investment in  
real estate?

Is the housing  
market a  
bubble waiting  
to burst?

Researching  
property  
listings  
online

Seeking  
advice from  
real estate  
agents

Participating  
in property  
auctions or  
sales

Feel anxious about  
rising prices,  
hopeful for good  
deals, and  
frustrated by limited  
affordable options.

Frustrated  
by lack of  
basic  
amenities.

Dealing with  
unscrupulous  
real estate  
agents or  
developers



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?