



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 in motropollitan  
Areas  
of india

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?

Affordable  
housing is  
becoming a  
rare fnd

Real estate  
developers  
always  
launching new  
projects

Housing prices  
are skyrocketing  
in major cities  
like Mumbai and  
Delni

seeking  
advice from  
real estate  
agents

Researching  
property  
listings online

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  
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?