



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?

Affordable housing is becoming a rare find

Real estate developers always launching new projects

Housing prices are skyrocketing in major cities like Mumbai and Delhi

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?



Housing prices
analysing in metropolitan areas of India...

Researching Property Listing online

seeking advice from real estate agents

Participating in property auctions or sales

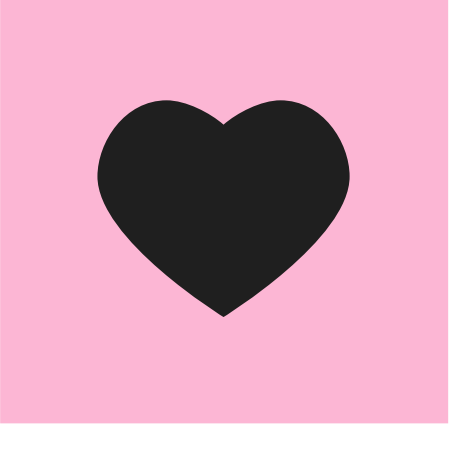
frustrated by lack of basic amenities

feel anxious about rising prices hopeful for good deals and frustrated by limited affordable options

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?