



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  
motropolitan Areas  
of india

Real estate  
developers  
always  
launching new  
projects

Housing prices  
are skyrocketing  
in major cities  
like Mumbai and  
Delhi

Affordable  
housing is  
becoming  
a rare find

Is the housing  
market a  
bubble waiting  
to burst?

How can I  
make a smart  
investment in  
real estate?

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

Researching  
property  
listings  
online

participating  
in property  
auctions or  
sales

seeking  
advice from  
real estate  
agents

frustrated  
by lack of  
basic  
amenities

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

frustrated  
by lack of  
basic  
amenities



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?