



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?

It creates
unique
style

It creates
modern
look

It blends
elements of
contemporary

What are
the features
of urban
interiors?

Why do
interior
design
important?

How to
divide time
taken for
completing?



Persona's name

Short summary of
the persona

Improves the
status&value
of space

It focus
modern
atmosphere

Improve
quality of
life

Urban aura
interior
furnishings
are softer

It make
more
comfortable

Create a
warm &
inviting
space



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?