



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?

I want To Be
Able To work
More
Quickly.

What
color,size,textureis
best?

I want
convenience.

wasting too
Much time?



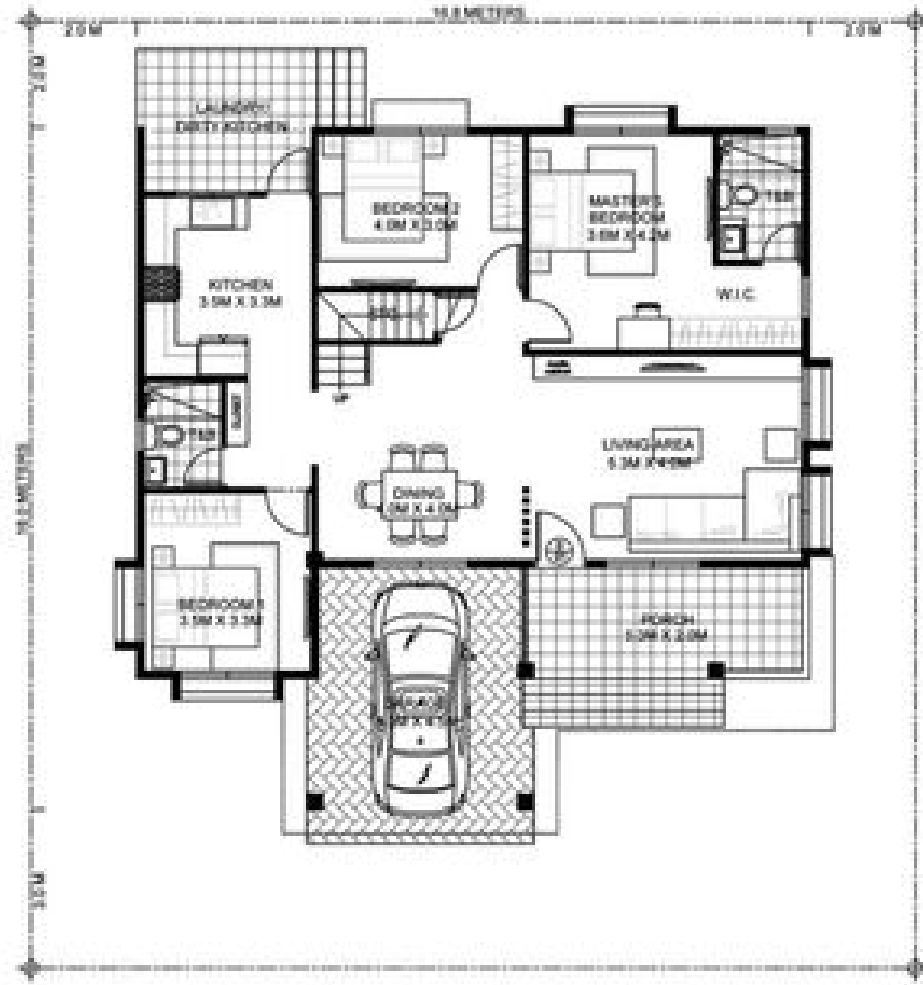
INTERIOR DESIGN

It Is Very
Anxious.

Design Is
Thinking
made visual.



Frustrated
About the
Design.



Bring Out a
unique Look.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?