



Says

What have we heard them say?  
What can we imagine them saying?

Works with  
residential  
and  
commercial  
clients

Focuses on  
urban and  
contemporary  
designs

Offers a  
range of  
design  
services



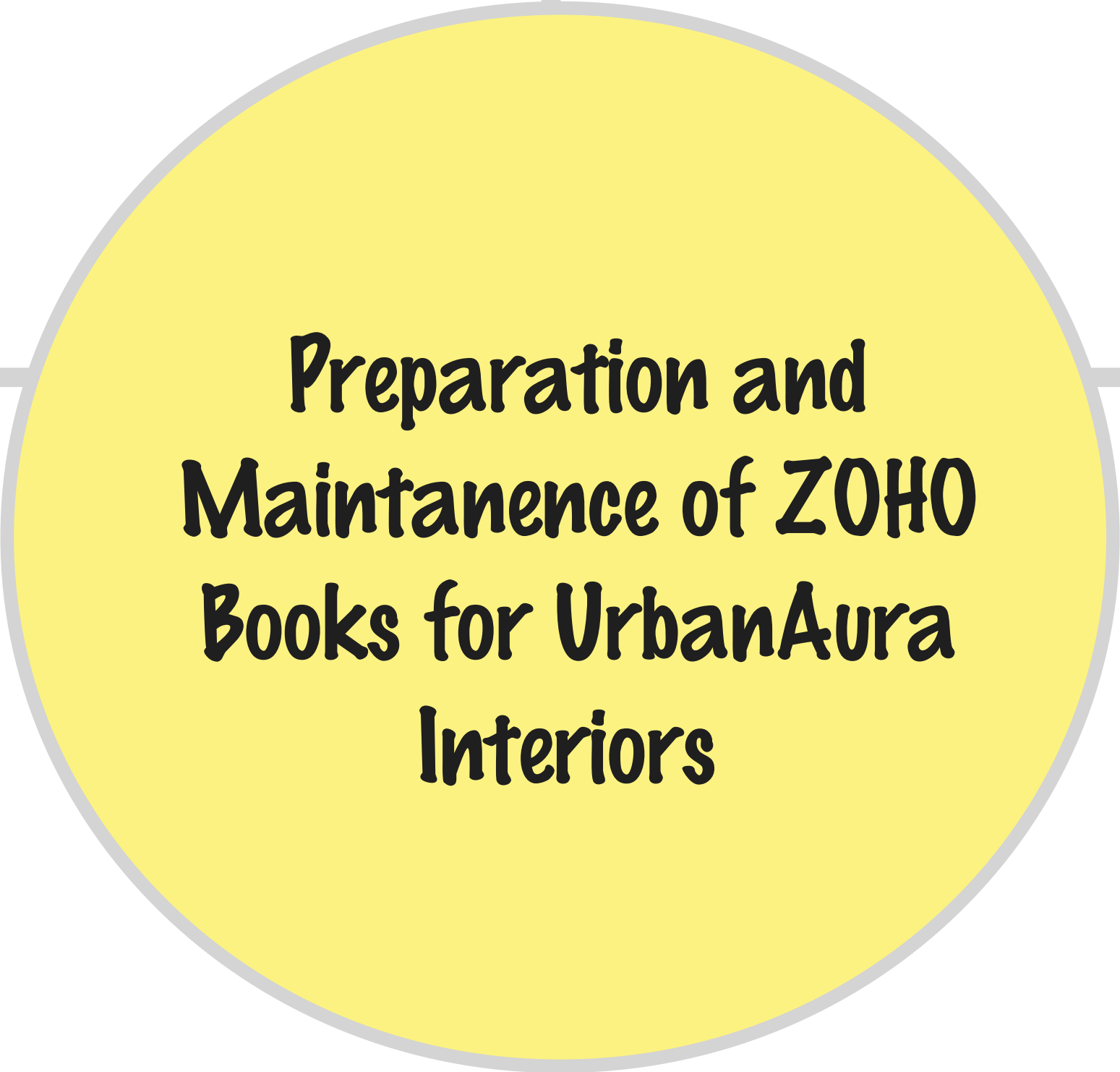
Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Used for book  
keeping,  
invoicing, and  
other  
financial  
processes

Easy-to-use  
interface for  
managing  
financial  
transactions

Cloud-  
based  
accounting  
software



Preparation and  
Maintenance of ZOHO  
Books for UrbanAura  
Interiors

Time-saving  
automation  
for invoicing  
and payment  
tracking

Secure data  
storage and  
backups in  
the cloud

Real-time  
financial  
insights  
and  
reporting

Users may  
perceive it as a  
well-organized  
and efficient way  
to manage their  
interior design  
business finance

The user  
may feel  
neutral  
towards the  
output

They user  
may want to  
to explore  
more to  
understand  
the features



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?