



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?

Urban
living
dynamics

Urban
design
community
that
intergrates

seamlessly
combines
functionality

comfort and style
creating
presonalizedhavens

smart city
and
humanistics
spirit

air with a
host of
segement
firs



Aura, we
create
designs that
come to life

truly feel like
home
admidst city
life

Aura the
urban village
floor

Plan and
units

Aura the
Urban
village
details

that skip
feature or
another

The Aura
feels like a
breath of
Fresh



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?