## Empathy Map 2

"I want my home to be a reflection of my personality."

"I want my home to be a comfortable and inviting space."

"I want my home to be both stylish and functional."

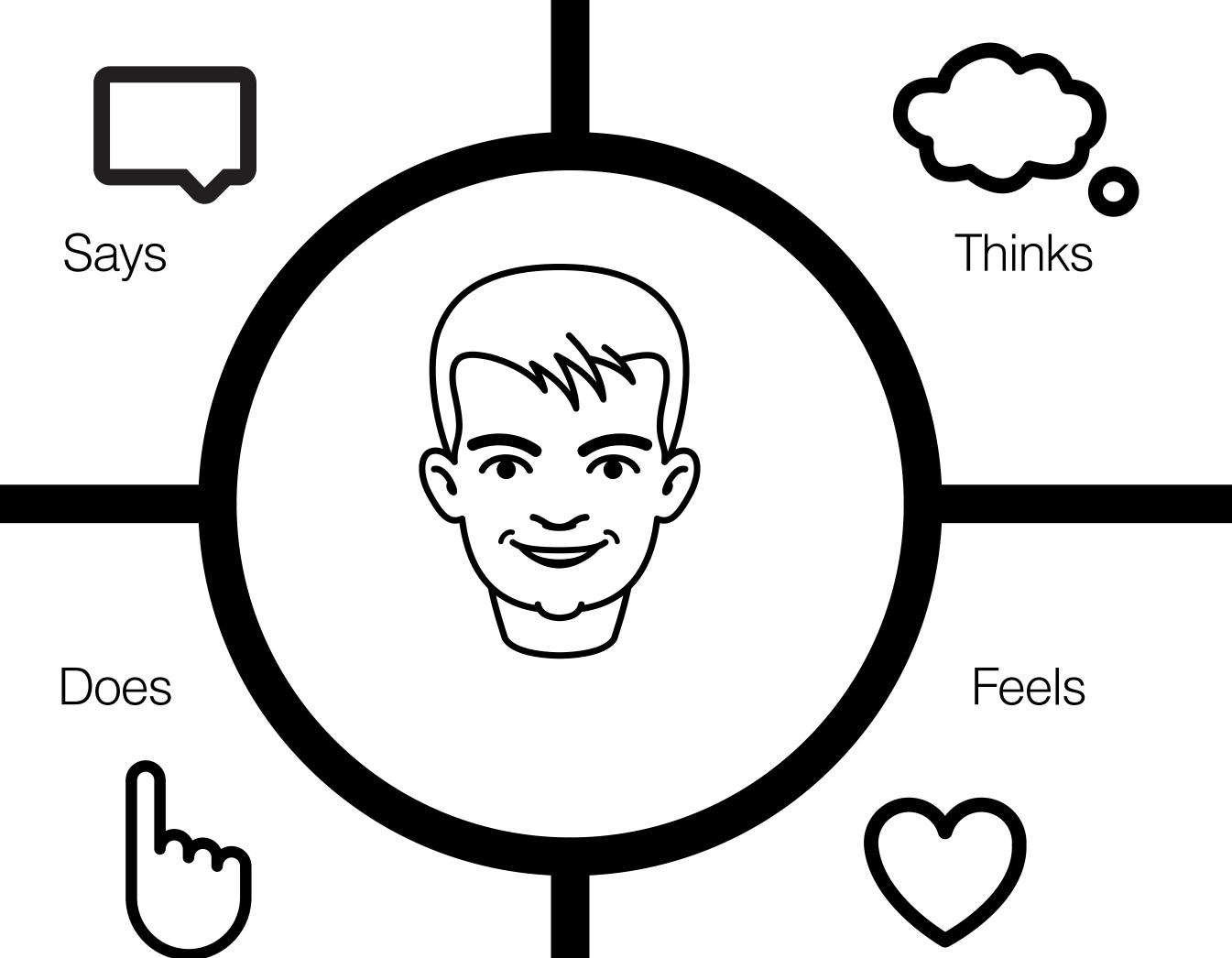
"I want my home to be a place where I can relax and unwind after a long day."

"I'm not sure how to put together a cohesive look for my home."

"I want my home to be a place where I can entertain my friends and family."

"I'm worried about making "I'm on a the wrong budget, but I choices when it still want my comes to home home to look decor." great."

"I want my home to be a place where I can feel comfortable being myself."



Asks friends and family for advice on home decor.

> designer to help decor project.

Searches for home decor inspiration on Pinterest and Instagram.

Excited about the prospect of designing their dream home.

by the number of decisions that need to be made. Trusting and

hopeful that their

interior designer

will help them

create a space

that they love.

Hires an interior with their home

"I don't have a lot

of time to spend

on home decor,

so I need help

finding the right

pieces."

Shops at home decor stores.

Unsure about their own design sense.

Anxious about the cost of the project.

Overwhelmed

Browses home decor magazines and websites.