



Says

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

formed by a love of history we love keeping as much of a bones of a structure as we can. marrying in your personality is what really brings a home together!

with a collective 30 years experience our network is vast! from architects and builders to artists and brokers, we've got every step of the process covered!

communication is key. we're here for whatever you need. we'll help you solidify your vision and keep in constant contact until your dream is realized!

she transforms spaces, capturing the essence of what it means to feel at home in an urban environment



Thinks

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

i wanted to become an interior designer. because they need to be both creative and technical. growing up, i never found myself in one stereotype or the other. i like working with technicalities while also expressing my self creatively.

interior design is the creation of a functional room inside a building, which takes in to consideration the interior architecture of the space

psychological factors.
social factors.
cultural factors.
personal factors.
economic factors.

In general, there are four factors that influence consumer. these factors impact whether or not your target customer buys your product. they are cultural, social, personal and psychological



Persona's name

Short summary of the persona

A dim light suggests a gloomy space while a bright light defines a bigger animated appearance. natural light stimulates production and recovery

Interior designs should give room to thing and breathe. cluttering in the interiors of the space can lead to a sense of clutter in the brain, heart, and life

Hyundai aura is one of the best cars in its segment with a refined engine.

The mileage of this car is very good. the engine of this car is powerful. this is the best car. i love it for long drives.

Being a victim of violent crime or a terrorist attack if you leave your house.

doing something by accident that will result in you embarrassing or humiliating yourself in front of others

region of our brain respond to the geometry of the place and affect mood and behavior which justifies the fact that we are attuned to our surroundings naturally.

emotion in architecture can often be linked to how well an architecture exudes a "sense of place".



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?