



Says

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

I Have a
company
architecture
and interior
decoration

Type your heading...

Type your paragraph...

I belive in
architecture
as a tool for
social
development

My company
aims for
sustainability
without
overlooking
profits



Preparation and
maintenance books for
urbanaura interior

Are activities

Build
community
groups

Trade tips



Does

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

Thinks

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



I must be always
up-to-date on
my industry in
order to meet
the expectations
of my client

I'm looking
for
innovation in
my project

Local recycled
products will
save transport
costs

Not safe

Urban
warriors

Feel
threatened
by traffic

Feels

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

