



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?

I WANT
SOMETHING
MODERN

IS IT
NECESSARY ?

WHAT
THEME S
HOULD I
CHOOSE?

WHAT DO
YOU
THINK?

AM I
WASTING
TOO MUCH
MONEY?

IS THIS
COMPANY
UPTO
TODAYS
TREND?



URBAN AURA INTERIORS

Short summary of
the persona

CHECKS
THE REVIEW
OF OTHER
USERS

EXCITED

DISCUSS
WITH
FRIENDS
AND
FAMILY

COMPARES
WITH
OTHERS

CURIOUS

OVERWHELMED



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?