



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?



Praveen  
UrbanArua Interiors

From color palettes to furniture selection, every detail matters, and we're here to ensure your space is a true reflection of your personality.

At UrbanArua Interiors, we believe that every space has the potential to be transformed into a masterpiece of design and functionality."

We pride ourselves on blending contemporary trends with timeless elegance to craft spaces that stand the test of time.

**Business Growth:** UrbanArua Interiors may want to expand its client base and reach new markets.  
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**Efficiency:** They might want more efficient processes, such as streamlined project management or quicker order fulfillment

**Customer Satisfaction:** Satisfying customers' design preferences and providing excellent service is essential.

**Competition:** Fear of losing clients to competitors or not keeping up with industry trends and competitors' offerings.

**Project Delays:** Frustration with delays in project completion due to unforeseen issues or client-related factors.

**Health and Safety:** Concerns related to workplace safety, especially in industries involving construction or renovation work.

**Designing Unique Spaces:** UrbanArua Interiors might be envisioning and creating innovative and aesthetically pleasing interior spaces for clients. This could include designing homes, offices, restaurants, or retail spaces.

**Project Management:** They may be overseeing various aspects of interior design projects, from coordinating contractors to managing timelines and budgets.

**Client Consultations:** They could be meeting with clients to understand their design preferences, needs, and budgets, while offering design suggestions and solutions.



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?

See an example