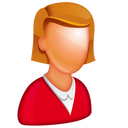
**Persona:**

Alexandra, 25-55 years’ old

Occupation: Interior designer

“I try any possible way to express my design ideas!”

Level of experience with VR/AR is intermediate.

Alexandra likes to work with latest software and try new way to improve her own work. She is creative and quick-learning. Alexandra likes to work in VR as it helps her to express her design ideas and present them to the customers. She does not use VR much, mostly for work. She is interested mostly in the new way that improves/makes easier her work in designing.

**Purpose:**

VR can help Alexandra to visualize the apartment the design of what she works on. She can try different options, show them to the customers and receive more precise feedback from them. As a result, a better design of apartment will be created and the satisfaction of customers will be increased.

<https://www.decorilla.com/online-decorating/how-to-preview-your-interior-design-in-virtual-reality/>

<http://archvirtual.com/2013/04/15/revit-and-oculus-rift-via-unity3d-experiencing-bim-in-virtual-reality/>