What other thoughts might influence their behavior?



1.Beautifully designed spaces, stunning decor, and a sense of style.

2. My company aims for sustainability, without overlooking profits.

3.To have a beautifully designed and functional living space.

1.To understand my unique style?

2.How can I make my space more inviting?

3.They likely focus on delivering high-quality materials.

## CUSTOMER

Short summary of the user

1. Too many options and styles to choose from.

2.From luxury to budgetconscious, we offer solutions for every budget.

3.Services could include optimizing room layouts and floor plans to maximize functionality and flow.

1.A desire for a personalized and aesthetically pleasing living space.

2.May feel overwhelmed by decorating options.

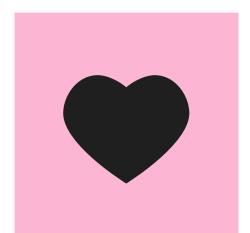
3.Ultimately, customers experience the transformation of their living.

## Does

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

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





**Feels**