



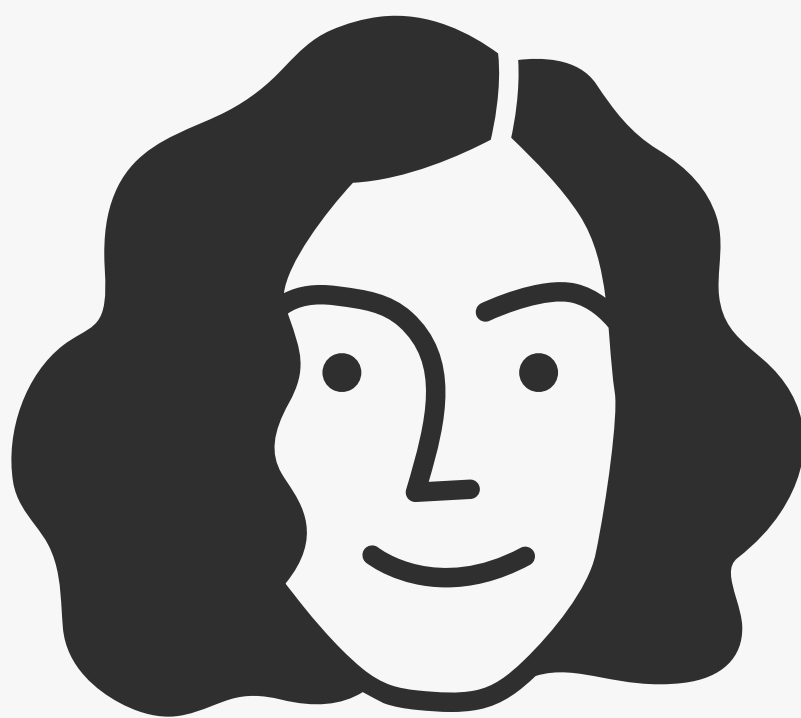
Says

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?



UrbanAura
Interiors
(Interior
Designing -
Industry)

Short summary of
the persona

Incorporate elements of nature into interiors, such as living walls, natural materials, and plenty of greenery, to create a calming and refreshing atmosphere

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Focus on eco-friendly materials and energy-efficient solutions to create environmentally responsible and aesthetically pleasing spaces.

Incorporate the latest smart home technology, such as automated lighting, climate control, and security systems, to enhance convenience and efficiency.

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Focus on eco-friendly materials and energy-efficient solutions to create environmentally responsible and aesthetically pleasing spaces.

Utilize raw materials like exposed brick, metal, and concrete to create an urban, industrial-inspired look with a touch of sophistication.

Embrace the principles of minimalism with clean lines, simple color palettes, and clutter-free spaces for a sense of tranquility and elegance.

Experiment with various shades and tones of a single color to create a harmonious and visually striking interior.

Mix vintage and retro elements with modern design to create a unique and timeless aesthetic that appeals to a wide range of clients.

Create open and flexible spaces that promote social interaction and flow between different areas of the home.

Design unique and personalized furniture pieces or fixtures that serve both functional and artistic purposes.



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?