



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?



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?

DIVYA  
TEAM

I want my home to reflect my personality."

I've heard great things about Urbanaura Interiors."

I need help with redesigning my living space."

I'm looking for a professional interior designer."

"I want a hassle-free and efficient design process."

"I hope they can bring fresh and creative design ideas."

"I need a space that's both stylish and functional."

"Will hiring Urbanaura be within my budget?"

Contacts Urbanaura to schedule a consultation.

Shares their design preferences and ideas with the design team

Reads reviews and seeks recommendations from friends

Visits Urbanaura Interiors' website to explore their portfolio.

Excited about the prospect of a beautifully designed home.

Anxious about the potential costs involved.

Hopeful for a stress-free and enjoyable design experience.

Eager to see the transformation of their living space.