



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?

I WANT
SOMTHING
MODERN?

IS IT
NECESSARY?

WHAT
THEME
SHOULD I
CHOOSE?

WHAT DO
YOU
THINK?

AM I
WASTING
TOO MUCH
MONEY?

IS THIS
COMPANY
UP TO
TODAYS
TREND?

Type your heading...
Type your heading...



URBAN AURA INTERIORS

Short summary of
the persona

CHECKS THE
REVIEW OF
OTHER
USERS

EXCITED

DISCUSS
WITH
FRIENDS
AND
FAMILIES

COMPARES
WITH
OTHERS

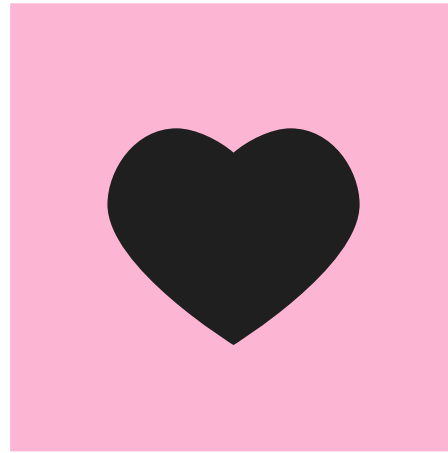
CURIOUS

OVERWHELMED



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?