




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?



Persona’s name

Short summary of the persona



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?

"I need to redesign my living space."

I want my home to reflect my personality.

Finding a trustworthy interior designer is crucial.

I want a modern and minimalistic interior.

I hope they can capture my vision.

"Interior design can be expensive; I need value."

Researching interior design trends online.

Asking friends for recommendations.

Seeking quotes and consultations from Urbanaura Interiors.

Excitement about the prospect of a new interior.

Anxious about making the right design choices.

Seeking comfort and reassurance.