



Says

What have we heard them say?
What can we imagine them saying?

interior design
works, show
rooms design,
office furniture
design,

House interior
design distance
learning center,
coaching class,

providing IT product
for customer,
example... Software,
electronic devices,
working models as
an app...



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Catering, Business
Luncheons,
Corporate Parties,
Private Parties, and
Cooking Classes

project controls
and project
management
support to an
organization.

contract
administration
and construction
management
clothing shop



urban Aura Interiors

Short summary of
the persona

like clinic and
pharmacy it
offers walk-in
services and
accepts new
patients,

family medicine,
minor
procedures,
vaccinations Real
Estate business.

Food and
Beverage
Manufacturing, it
provides expert
project
scheduling,

travel agent,
making travel
arrangements
including hotel
room reservation,

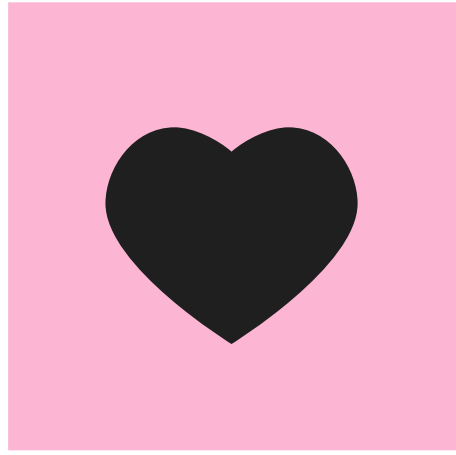
sightseeing
agreement, ticket
booking, resturent
recommendations

sweet stall,
bakery items,
soft drinks..Real
Estate business.



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?