




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?



Riya

A 35yearold
homeowner with
growing family

I need to
make my
home Safe
and
functional for
my family

I want my
new home to
reflect my
personality
and style 🏠

Will this
design fit
my budget

I'm curious
about the
latest interior
design
trends

I can't seem
to find out
the right
colour 🖌️
scheme

I hope the
interior
designer
understands
my vision and
preference

Researching
interior
design ideas
online.

Hopeful for a
more
comfortable and
aesthetically
pleasing
environment

Seeking
recommendations
and referrals for
designers

Excited about
the prospect
of a beautifully
designed
home

Asks friends for
recommendations
on interior
designers

Frustrated by
the
overwhelming
options and
choices.



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?