



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?

Data Literacy
and make
informed
financial
decisions.

This integration
enhances their
overall business
efficiency and
contributes to their
success in the interior
design industry.

UrbanAura Interiors , a
Interior Designing
company uses Zoho
books to effectively
manage their financial
processes, maintain
accurate records, and
make informed financial
decisions.

With the goal of
making urban
environments that
are equitable,
beautiful,
performative, and
sustainable.

Urban design deals
with the larger scale of
groups of buildings,
infrastructure, streets,
and public spaces,
entire neighbourhoods
and districts, and
entire cities.

Urban design
theory deals
primarily with the
design and
management of
public space

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Private
businesses
largely dictated
the pace and
style of this
development.

He also made the use
of mental maps to
understand the city
popular, rather than
the two-dimensional
physical master plans
of the previous 50
years.

The beginnings of modern
urban design in Europe are
associated with the
Renaissance but, especially,
with the Age of
Enlightenment.[16] Spanish
colonial cities were often
planned, as were some
towns settled by other
imperial cultures.

Public space includes
the totality of spaces
used freely on a day-
to-day basis by the
general public, such as
streets, plazas, parks,
and public
infrastructure.

Some aspects of privately
owned spaces, such as
building facades or
domestic gardens, also
contribute to public space
and are therefore also
considered by urban
design theory.

Although contemporary
professional use of the
term 'urban design'
dates from the mid-20th
century, urban design as
such has been practiced
throughout history.



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?