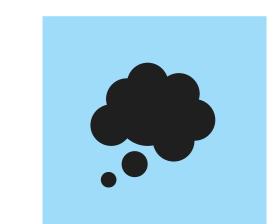
What other thoughts might influence their behavior?



urban means belonging to, or relating to, a town or city.

the urban aura was organically created to radiate high, positive frequencies and encourage conscious, healthier decisions in the community.

people overcome adversity heal their aura, and improve their overall quality of life.

where we have provided city-making design leadership, master planning, urban design and acrchitecture services to deliver a best practice urban village

> representative of diversity, stage 1 of the urban village will after ten different housing typologies ranging from one-bedroom accessibke compact

our goal is to help

Ragasree

Persona's name

Short summary of the persona

targeting downsizers, mature families and young professional, the design response will see up to 600 dwellings with high value amenity delivered within the city centre, staged over time.

our purpose is to educate them on effective ways to holistically change their lifestylw beginning with a healthy diet.

archipelago has enjoyed a working relationship with stockland since 2020

occupying a catalytic corner of the city centre frame, aura central urban village will offer further housing diversity within the aura city master plan and demonstrate density and diversity done will

housing to two, two, three and four bedroom accessible compacthousing to two, three and four bedroom townhouses and apartments, also affering a range of price points for purchasers and residents

the value proposition for the residential master plan is structured around a rich green open space ecosystem and a high quality

people focused urban street network. streets and pathways are activated by the considered placement of front doors and the inclusion of home offices or studios on the ground floor.

Feels

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



