



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?

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

our goal is to help
people overcome
adversity heal their
aura, and improve
their overall quality
of life.

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

our purpose is to
educate them on
effective ways to
holistically change
their lifestyle
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

Ragasree

Persona’s name

Short summary of
the persona

housing to two, two, three
and four bedroom
accessible compact-
housing to two,three and
four bedroom
townhouses and
apartments, also offering
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.

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.

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

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



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?