



Says

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

I want a modern and comfortable living space.

I need a space that reflects my personality.

The interior should be functional and practical.



Thinks

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

Will this design match my lifestyle.

How can i optimize the use of space.

I hope it's within my budget.



Persona's name

Short summary of the persona

Researching interior design trents.

Seeking inspiration on social media and design websites.

Consulting with interior designers or architects.

Excitement about tha possibilities.

Anxiety about making the right choices.

Desire for a sense of belonging and comfort.



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?