



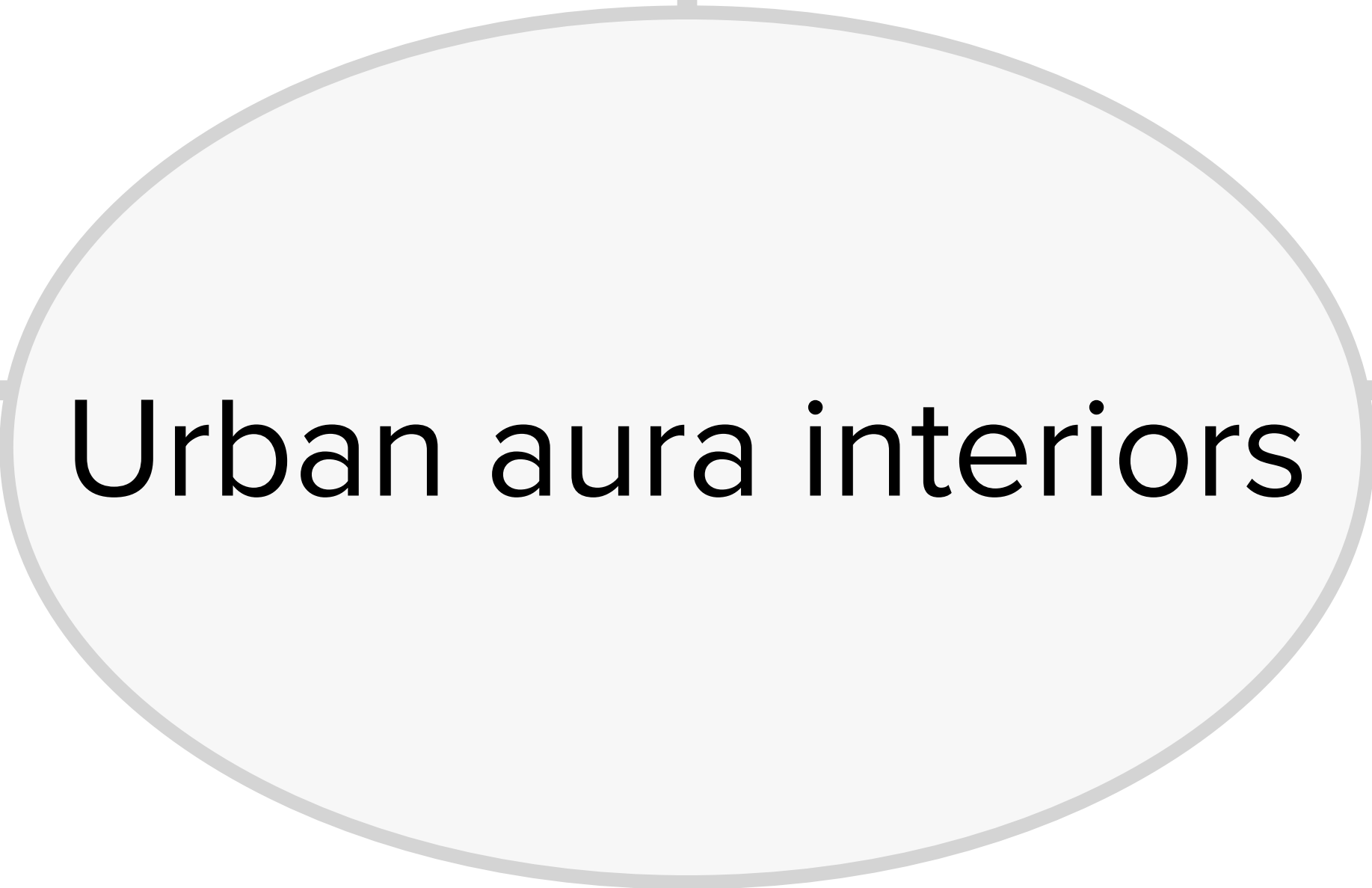
Says

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?



Superior  
quality

Low buget

To improve effectiveness,  
accessibility, functioning  
and aesthetic appeal of  
an environment in a way  
that ensures the safe and  
optimal occupation and  
use of the interior space

If you are  
designing a  
bedroom you will  
make decisions  
that lead to it being  
more relaxing

Choice of  
covering, colour,  
finishes in fact  
one important  
aspect of interior  
design

A good interior  
design improves  
a space by  
making it better  
suited to its  
purpose

All the new  
aura had  
everything an  
ideal family  
car needs

A series of short  
interconnecting  
slasher stories  
detailing horrors  
suburban locates

From urban  
styling and  
generous space  
to superior  
mileage

The effective of  
physical  
environment with  
the behaviour  
patterns of the  
people using the  
space

It enables  
companies to  
better  
understand  
their customers

A dim light  
suggest a gloomy  
space while bright  
light defines a  
bigger, extended  
appearance



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?