

i will refer your company to my friends & relatives

your interior design is so affortable

**Thinks** 



## Does

affort to do the

in cheapest price

and best quality

best interior

design

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

compare the

quality of the

product to

another

product



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



