



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?

artificial
light

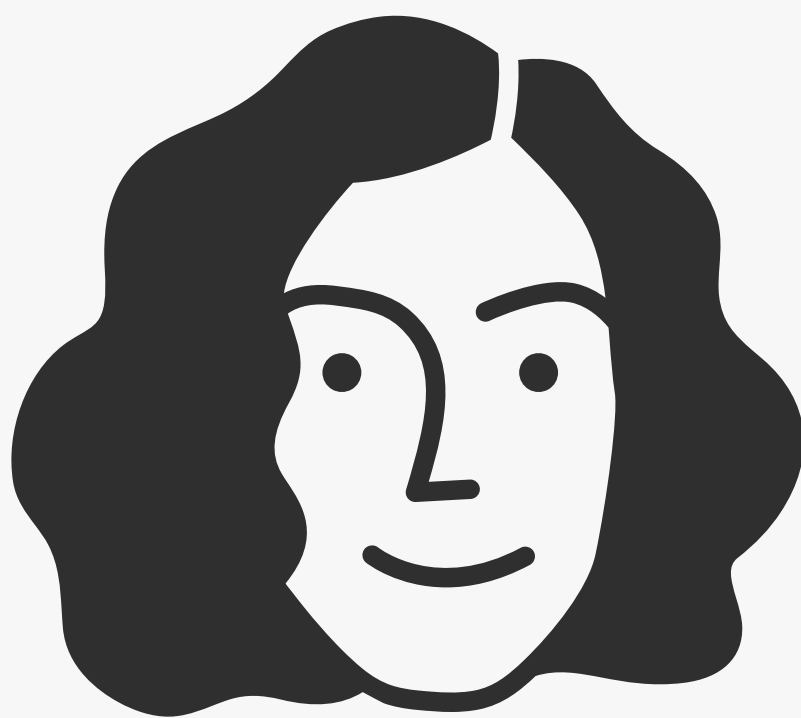
colour
schemes

texture

style

budget

ideas



Persona's name
urban aura
interiors

construction

labour

place

improve
your
mood

increase
your
focus

reduce
anxiety



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?