



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?



preparation and maintenance of zoho books for urbanaura interiors

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Researching interior design trends online.

Seeking quotes and consultations from Urbanaura Interiors.

Asking friends for recommendations.

I need to redesign my living space.

Finding a trustworthy interior designer is crucial.

I want a modern and minimalistic interior.

I hope they can capture my vision.

Interior design can be expensive; I need value.

I want my home to reflect my personality.

Excitement about the prospect of a new interior.

Seeking comfort and reassurance.

Anxious about making the right design choices.



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?

[See an example](#)