



### Says

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

Urban Aura Interiors is a well-regarded design agency with a stellar reputation. They have a track record of successful design projects, including commercial and residential spaces for prominent and respected clients.

Urban Aura Interiors has a strong reputation for being creative and innovative in their design. They are known for their ability to deliver projects on time and within budget, and their commitment to customer satisfaction.

Urban Aura Interiors is a fantastic company to work with. They are very professional, creative, and easy to communicate with. I was very happy with the results of my project and would highly recommend them to anyone.



### Persona's name

Short summary of the persona

People think highly of Urban Aura Interiors. They are known for their creativity, professionalism, and commitment to customer satisfaction.

Clients appreciate their ability to create innovative and functional spaces that reflect their vision. Urban Aura Interiors is also known for their excellent customer service and their ability to deliver projects on time and within budget.

- They are very creative and have a great eye for design.
- They are professional and easy to work with.
- They are good at listening to their clients' needs and wants.

### Thinks

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

People think highly of Urban Aura Interiors. They are known for their creativity, professionalism, and commitment to customer satisfaction.

Clients appreciate their ability to create innovative and functional spaces that reflect their vision. Urban Aura Interiors is also known for their excellent customer service and their ability to deliver projects on time and within budget.

They are good at listening to their clients' needs and wants.

They feel more productive in their Urban Aura Interiors-designed workspaces.

They feel inspired by the creativity and innovation of Urban Aura Interiors' designs.

They feel relaxed and de-stressed in their Urban Aura Interiors-designed spaces.

### Does

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

These are examples

### Feels

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

