



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?

what do u think?

benifits?

features?

comfortable to use?

Too many costs?

easy cleaning?



urban aura interiors
Short summary of the persona

small budget?

more varieties?

time saving?

excited ?

Easy to operate

feel good



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?