



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?

I want a modern and minimalistic interior

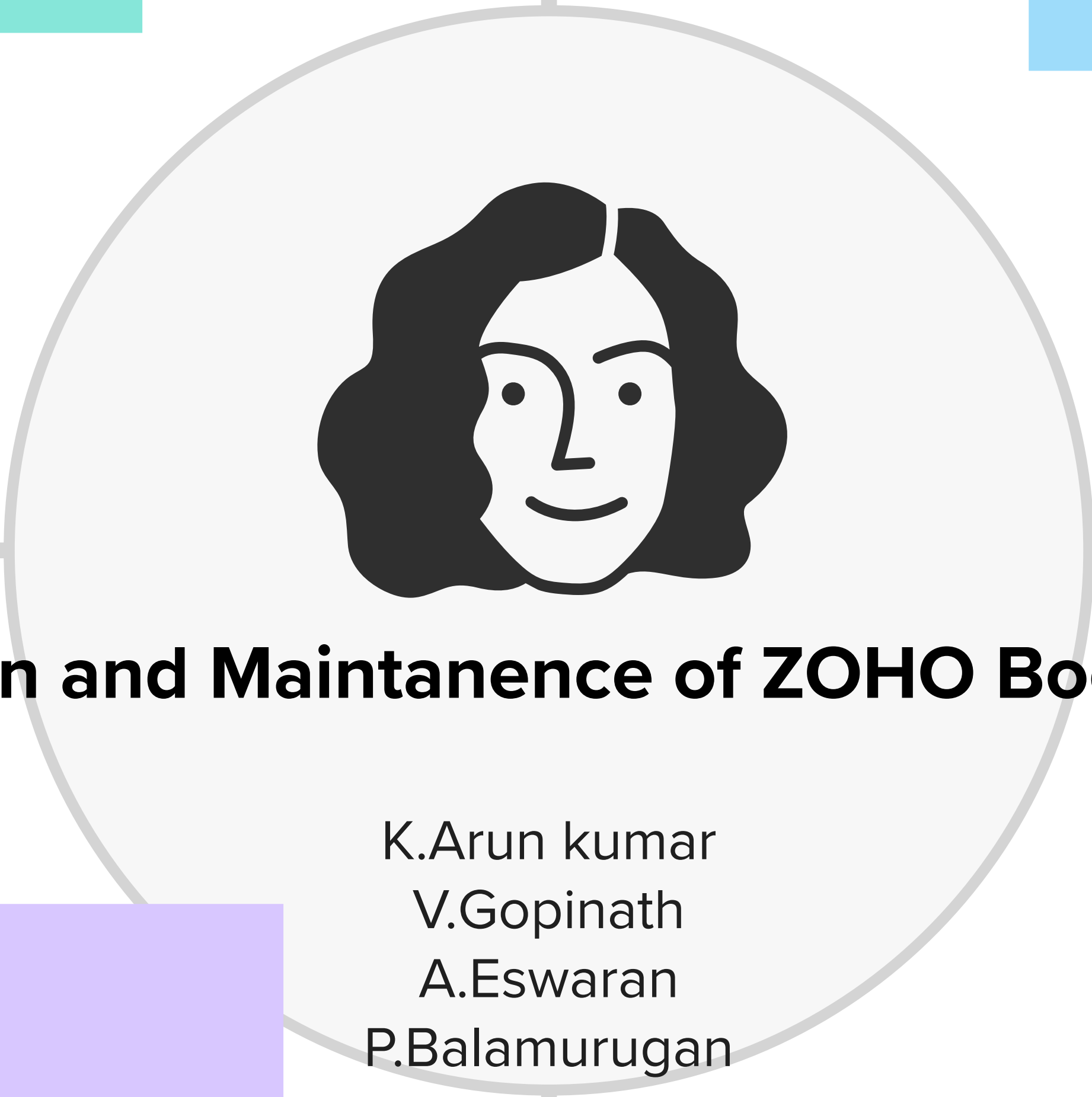
I need to redesign my living space

Finding a trustworthy interior designer is crucial

I hope they can capture my vision

Interior design can be expensive; I need value

I want my home to reflect my personality



Researching interior design trends online

Asking friends for recommendations

Seeking quotes and consultations from Urbanaura Interiors

Excitement about the prospect of a new interior

Anxious about making the right design choices

Seeking comfort and reassurance



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?