

## Says

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

UrbanAura Interiors, a

effectively manage their

maintain accurate records,

decisions. This integration

contributes to their success

enhances their overall

in the interior design

industry.

business efficiency and

and make informed financial

uses Zoho books to

financial processes,

Interior Designing company

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



**Thinks** 

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Persona's name

aluau050521151069 aluau050521151056 aluau050521151053 aluau050521151054 aluau050521151057 UrbanAura Interiors, a
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## 

## Does

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



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

