



Says

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

which brand
you like and
that is way we
will do to best
sastified to you

In our quality
is best thing,
compare to
another
company

Most affordable
things will do in
our company for
example (cheao
price and big
quality



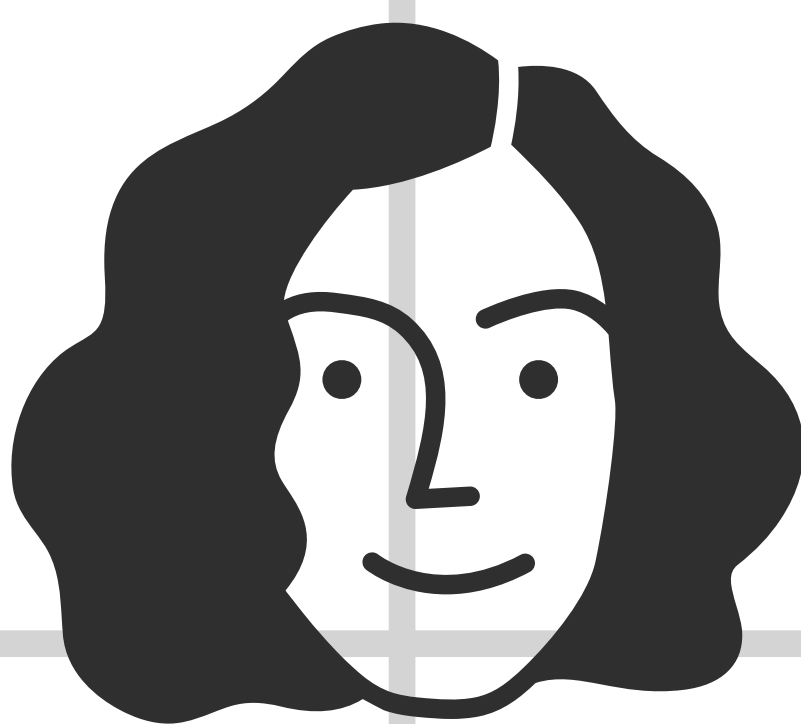
Thinks

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

Which
design is
best for the
room

Finish it
fast
and make it
good

this interior is
looking good and
price also superi
want to design to
make it.



Persona's name
URBAN AURA
INTERIORS

go to check
our website
and look at
the outlook of
the design

Compare the
quality of the
product to
another
product.

We will give the
best design in
your house &
show at your
design in our
website

Thank you for
giving the
best outlook
interior of my
house.

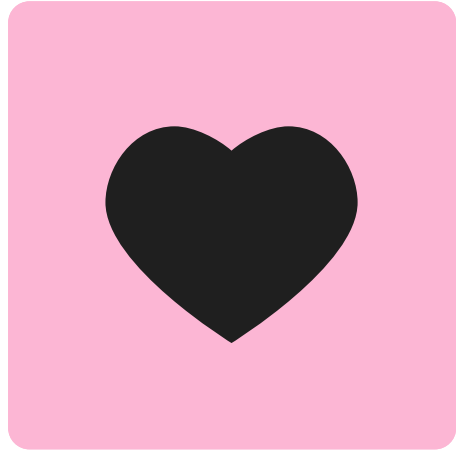
I will refer your
company to my
friends &
relatives for
good and quality
works

Your interior
design is so
afrtable
price



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