



Says

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

I need to  
redesign my  
living space

Finding a  
trustworthy  
interior  
designer is  
crucial."

I want a  
modern and  
minimalistic  
interior



Thinks

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

"I hope they  
can capture  
my vision."

I want my  
home to  
reflect my  
personality

Interior design  
can be  
expensive; I  
need value."

preparation and  
maintainance of zoho  
books for urbanaura  
interiors

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Does

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

Researching  
interior  
design  
trends online

Asking friends for  
recommendations

Seeking quotes  
and  
consultations  
from Urbanaura  
Interiors



Feels

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

Excitement  
about the  
prospect of a  
new interior

Anxious about  
making the  
right design  
choices.

Seeking  
comfort and  
reassurance.