



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?

**Dasign,
Size,
Material,**

**Special
Featur,
Care
instructions**

**Colours,
Patterns,
Brand,**

**Make it warm
and cozy,Bring
in natural
elements,
Choose calm
Colours**

***Light
colours and
Clean Finish
,Geomatic
designs***

**Review of our
previour
works ,Safety
and security
,Budget saving
efficiency**

***Urban Aura
Interiors***

***1. Making the
Design,
Chooose
the colours
of interiors,***

**Repair when
damage
appears,
Refersh decor
design
investment**

***To choose the
pattern of the
work , Doing
the kitchen
interior works***

***Use Modern
Equipments,
Calculate the
expenses,***

***Comparing
expenses and
income,Satisfied
the customers***

**Use budget
friendly
designs,
Getting
amount**



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?