



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?

Design, size,
material

special
feature, care
intructions

colours,
patterns,
brands

Make it warm
and cozy, bring
in natural
elements,
choose calm
colours

Light
colours and
clean finish
, geomatric
designs

Reviwe of our
peviour
works, safety
and security,
budget saving
efficiency



Urban Aura
interiors

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Making the
design, choose
the colours of
interiors,

use modern
Equipments
calculate the
expenses,

To choose the
pattern of the
work, doing
the kitchen
interior works

Repair when
damage
appears,
refersh decor
investment

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?