



Says

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

I need to  
redesign my  
living space.

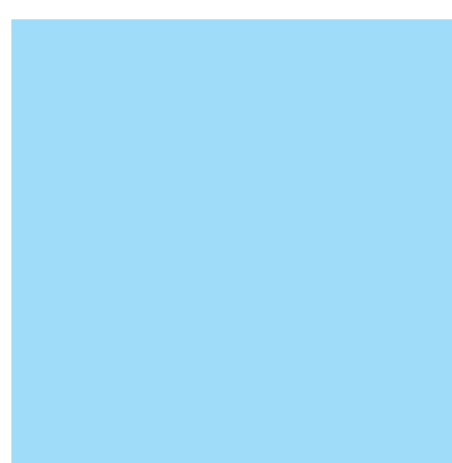
I want a  
modern and  
minimalistic  
interior.



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.

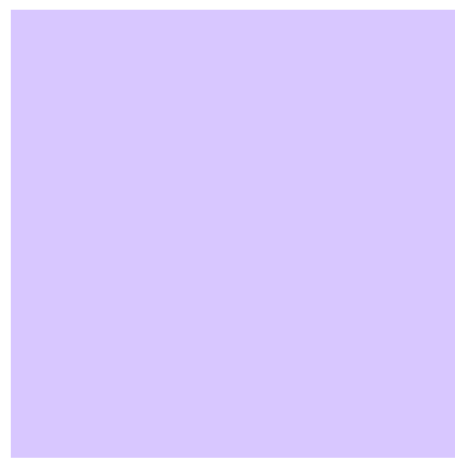


UrbanAura Interiors

Short summary of  
the persona

Researching  
interior  
design  
trends online

Asking friends for  
recommmendatios



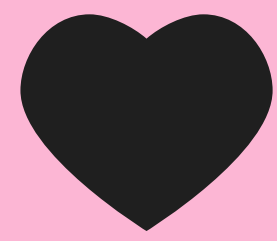
Seeking  
comfort and  
reassurance

Anxious  
about making  
the right  
design  
choices



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?