



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?

"I'm not sure how to translate my ideas into a cohesive design."

"I want my living space to reflect my personality and style."

"How can i make my home more inviting and comfortable?".

"I need expert advice to optimize the space in my small apartment".

"Finding the right balance between aesthetics and functionality is important".

"I wonder if urbanauro interiors can capture the essence of modern design."

Searches online for interior design inspiration and ideas.

Considers reaching out to urbanauro interiors for a consultation.

Talks to friends and family about their interior design experiences.



Excited about the possibility of transforming their living space.

Frustrated by the overwhelming options and lack of clarity.

Anxious about the budget and 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?