



Says

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

I need to redesign
my living spacel
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?

Interior
design can be
expensive; I
need value

I hope they
can capture
my vision

I want my
home to
reflect my
personality



Preparation and Maintenance
of ZOHO Books for
UrbanAura
Interiors
V.Aishwarya
J.Bhuvaneswari
N.Chandra Priya
K.Dharani

Researching
interior
design
trends online

Asking friends for
recommendations

Seeking quotes
and consultations
from Urbanaura
Interiors

Excitement
about the
prospect of a
new interior

Anxious
about making
the right
design
choices

Seeking
comfort and
reassurance



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?