



Says

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



Thinks

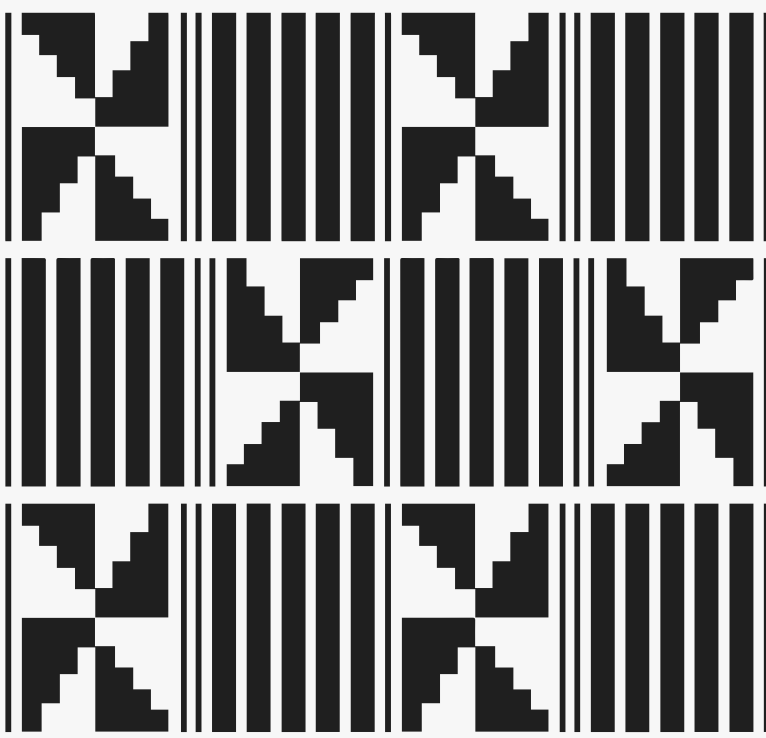
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

What are the clients comments about the interior design services?(e.g., "They trueely transformed my space.")

What are the expectations and desires of clients when hiring an interior design services like Urban Aura Interiors? (e.g., "I hope they can capture my aesthetic vision.")

The urban interior style **merges industrial with contemporary design, creating a modern, bohemian look.** You'll see concrete floors, exposed timber beams, steel, and unfinished surfaces. Sophisticated finishes and high-end bespoke fixtures makes the Urban look more expensive and polished

What are their pain points or areas of satisfaction?



Urban Aura Interiors

Interior Impresion

What steps do clients take during the interior design process? (e.g., consult with designers, provide feedback on designs)

What are their typical behaviours or engagement levels?

What emotionnns do clients experience throughout the interior design journey? (e.g., excitement, anticipation,concern)

What are their main concerns or areas of delight?



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?