



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"

Finding a
trustworthy
interior
designer is
crucial



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

"I hope they
can capture
my vision."

"Interior
design can
be expensive;
I need value."

"I want my
home to
reflect my
personality."



Preparation and maintanence of ZOHO books for healthhub medical clinic

K.KALIRAJ
K..GANESH MOHAN
N.KARTHIKEYAN
S.KISHOR

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?