Says

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

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



Thinks

Middle class peoples also use our designing company

Produce New Technology

What Brand do you Like

Where should I start

Provide Discounts

Customer Satisfaction

Persona's name

URABAN AURA

INTERIOR

Organise
New
Technology

Excited

50%
Discount For
Organise
Charges

Low Price and High quality

Inadequate

Satisfaction



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?



