



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."



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."

Urbanaura Interiors

N karimullah

jebastin
santhosh kumar A
karithik ganesh

Researching interior design trends online.

Asking friends for recommendations.

Excitement about the prospect of a new interior.

Anxious about 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?