



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?

need to
redesign my
living space

"I hope they
can capture
my vision."

"I want a
modern and
minimalistic
interior."

"Interior
design can
be
expensive



pResearching
interior
design trends
online.

Excitement
about the
prospect of a
new interior.

Researching
interior
design trends
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Excitement
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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?