



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?

I need to redesign my living space."

I want a modern and minimalistic interior."

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

"I want my home to reflect my personality."

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Researching interior design trends online

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?