



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?

Highly competitive

Different facilities available

shortage of time in cities

large malls and shopping complex



Urban Aura interiors

Short summary of the persona

More crowded and noisy

job is easily urban poverty

Hurry to reach home

school, office



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?