



Says

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

"I want my home to reflect my personality."

"I need help with decorating my living room."

"I'm looking for modern and stylish furniture."



Thinks

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

"I want my home to be a place where I can relax and feel comfortable."

"I hope Urbanaura Interiors can provide unique design ideas."

"I'm concerned about staying within my budget for interior design."



Research online for interior design inspiration and companies.

Visit showrooms and home decor stores.

Seek recommendations from friends and family.

Excitement about the prospect of transforming their living space.

Anxiety about making the right design choices.

Frustration with their current home decor.



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?