



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 want interiors colour

I need to be both creative and technical

I need guaranteed access to safe materials

Don't want below the budget

How can handle the expenses

Design is really worth it



URBAN AURA INTERIORS

P.Abinaya, A.Abirami,
PL.Abirami , Akila



I value good design

Make small decision

They identify and respond to design opportunities

My room is feeling bland and boring

I feel comfortable room

Being relaxed



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?