



Says

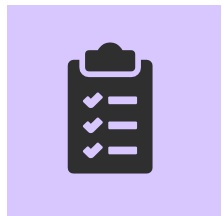
What have we heard them say?  
What can we imagine them saying?

"I need to  
redesign my  
living space

I want a  
modern and  
minimalistic  
interior

Researching  
interior  
design trends  
online.

Asking friends for  
recommendations



Does

What behavior have we observed?  
What can we imagine them doing?

[See an example](#)



Thinks

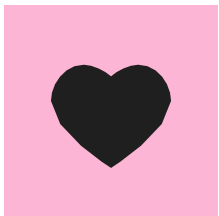
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

I hope they  
can capture  
my vision

I want my  
home to  
reflect my  
personality."

Seeking  
comfort and  
reassurance

Excitement  
about the  
prospect of a  
new interior



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

