



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?

Good design is aesthetic


Good design is long costing

Good design is unobtrusive

Good design is honest

Good design makes a product understandable

Good design is through down to the last detail



Urban Aura Interiors
User

Type your paragraph...

Establish a brand for your interior design business

Dealing with realistic client

Use social media to reach more customer

Review from the customer point of view

Interactive interior design

Art on the




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?

 See an example