



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
SOMETHING
MODERN

IS IT
NECESSARY?

WHAT
THEME
SHOULD I
CHOOSE?

WHAT DO
YOU
THINK?

AM I
WASTING
TOO MUCH
MONEY?

IS THIS
COMPANY
UPTO
TODAY'S
TREND?



URBAN AURA INTERIORS
Short summary of
the persona

CHECKS
THE
WEBSITE

EXCITED

COMPARES
SERVICES

ASKS
FRIENDS
AND
RELATIVES

OVERWHELMED

CURIOUS



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?