



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 my living room to feel more open and inviting

I need a design that's practical for my family but still stylish

I'm not sure where to start with choosing colors and furniture

I'm willing to invest in quality furniture and decor

I consider the latest trends in sustainable materials and eco-conscious design

I think about how to create innovative designs that meet the client's lifestyle and preferences

Saranipriya

Brainstorms design concepts, sketches, and plans with the design team

Excited about the potential transformation of my home

Communicates and collaborates closely with clients to understand their needs and preferences

Manages project timelines, budgets, and coordination with contractors

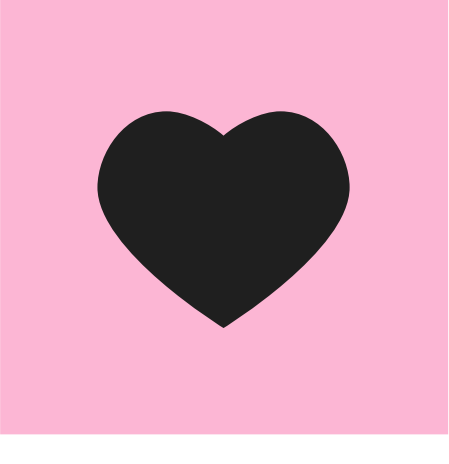
Hopeful that Urbanaura can bring my vision to life

Excited about the prospect of a beautiful home



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?