



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."



Thinks

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

"I hope
they can
capture my
vision."

"Interior
design can
be expensive;
I need value."

preparation and
maintanance of
zoho books for
urbanaura interiors

Vignesh waran.V
sivaram.A
Karthick selvan.M
Harish.A

Researching
interior design
trends online.

Asking
friends for
recommen
dations.

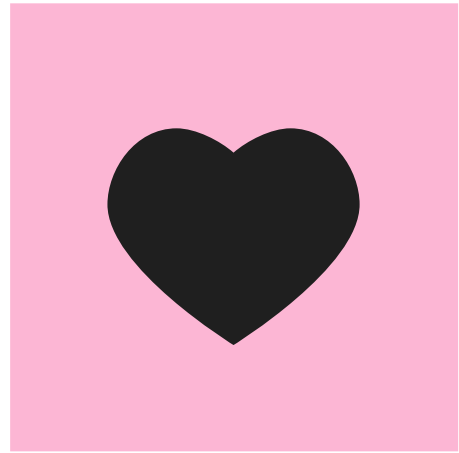
Excitement
about the
prospect of
a new
interior.

Anxious
about making
the right
design
choices.



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?