



**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?

**Unique  
Style**

**Modern**

**Industrial  
Designs**

**Popular  
Style**

**Dreamy  
interior**

**Sophisticated**

**Trendy**

**Innovative**

**Perfect  
Inner-city  
Living**

**Murals**

**Sculptures**

**Artwork**



**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](#)



UrbanAura  
Interiors

