



**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?



Middle class  
Peoples also  
use our  
designing  
company


Produce  
New  
Technology

Where  
should I  
start

what brand  
do you like

Provide  
Discounts

Customer  
Satisfaction



**Persona's name**  
UrbanAura Interiors

50% Discount  
for5 Organise  
Charges

Excited

Low Price  
and High  
Quality

Organise  
New  
Technology

Inadequate

Satisfaction



**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](#)