



Says

Highlight our aquarium's stunning exhibits and compare them to the experience of visiting a public aquarium



Thinks

Transform your home into a tranquil oasis with our stunning aquariums. Dive into the serenity of underwater worlds

"I love spending my weekends at the local aquarium."

"I'm looking for easy-to-maintain aquarium setups."

"I want a peaceful and visually appealing escape in my home."

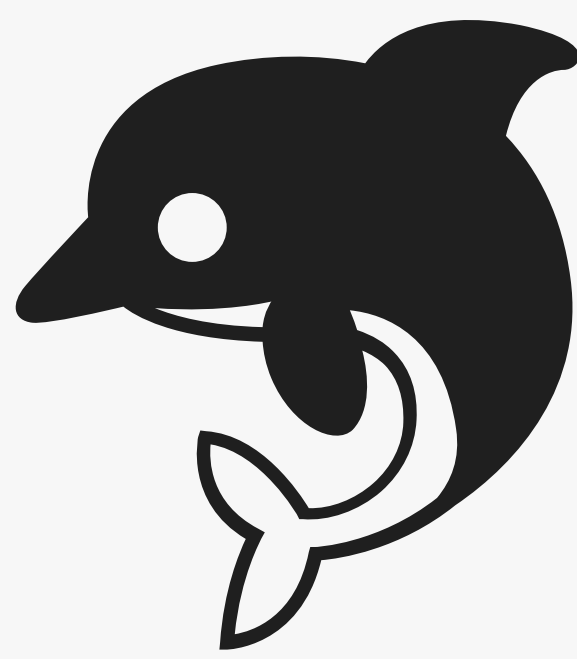
"I'm concerned about the time and effort it takes to maintain an aquarium."

"I'm looking for easy-to-maintain aquarium setups."

"I wish I could have my own beautiful aquarium at home."

"I need expert guidance to set up and maintain an aquarium."

"I want my students to learn about marine life through my aquarium."



Dolphin aquarium

we design, built and install aquarium

Follows aquarium-related Facebook pages and groups.

Searches for DIY aquarium setup tutorials online.

Excited about the idea of having a stunning aquarium.

Overwhelmed by the prospect of setting up and maintaining an aquarium.

Attends local fishkeeping events.

Discusses aquarium ideas with friends and colleagues.

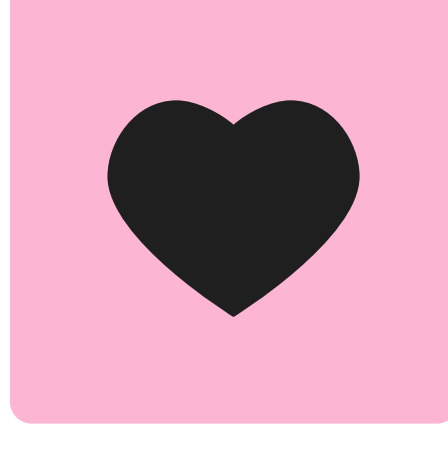
Anxious about making the right choices for fish and décor.

Proud of educating others about marine life.



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?