



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?



The customer sees the staff wearing professional attire and presenting themselves in a welcoming manner.

The customer sees the cleanliness and organization of the showroom.

The customer gains access to professional interior design services and expert advice.

The customer gains a sense of satisfaction and pride in their newly designed space.

The customer sees a variety of interior design options displayed in an organized manner.

The customer gains inspiration and ideas for their space.

The customer may have difficulty articulating their vision or preferences.

The customer feels excited to see the different design options and how they can transform their space.

The customer may have concerns about the cost or feasibility of certain designs.

The customer may feel overwhelmed by the amount of options available.

The customer thinks about the aesthetic they want to achieve in their home or office.

The customer feels reassured by the knowledge and expertise of the staff.



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?