



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?

Stylish look  
with good  
interiors  
exterior  
feature

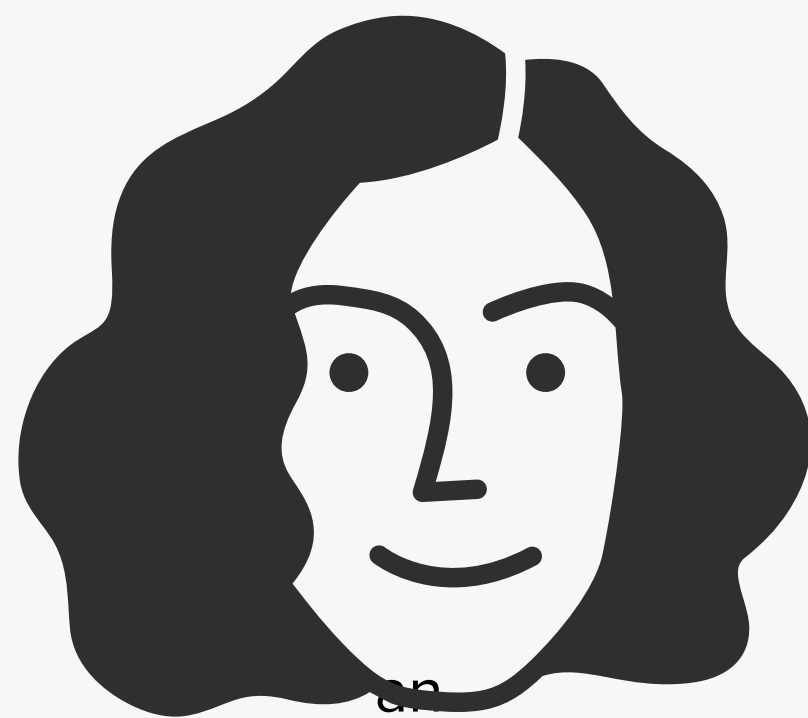
Automatic  
version will  
give you  
more comfort

No noise  
while  
running

Needs more  
mileage

Budget  
Restrictions

needs more  
quality for  
furnitures and  
flooring  
interiors



Urban Aura interior users

Short summary of  
the persona

Contacts the  
designer to  
inquire about  
their approach

Change interior  
items with new  
stylish  
model,colors  
and designs

customize  
with variety  
of  
shapes,sizes

interiors are  
not satisfied  
like what we  
expect

excited about  
the prospect of  
having a stylish  
and unique  
living space

Eager to see  
the design  
concepts



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?