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# Everyday Living Interiors

## Audience Resonance Report

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Synthetic Persona Research  
May 2026

Prepared for **Sara de Abreu**

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# Executive Summary

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This report tests how six synthetic personas — spanning Everyday Living Interiors’ potential audience from ideal core target to confident sceptics and indifferent non-audiences — would experience everydaylivinginteriors.com.

**Overall Verdict:** The website’s messaging is strong but its visual language and service descriptions create a gap between Sara’s philosophy and how it’s perceived. The site says “accessible” but looks “premium” — exactly the tension Sara and Paulo identified in their conversation.

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**3 of 6**

would leave  
within seconds

**2 of 6**

would stay but  
struggle to navigate

**1 of 6**

would book if  
pricing were visible

## Key Findings

1. **The “Polish Paradox”:** the website’s professional design quality works against the accessibility message. It says “real homes, real budgets” but looks like a design magazine.
2. **Pricing is invisible** — the single biggest conversion blocker for the budget-conscious core audience. Sara’s actual price point (~€50/hour) is her strongest selling point, and it’s nowhere on the site.
3. **Service names are creative but unclear** — personas cannot determine what they would actually receive, how long it takes, or what it costs.
4. **Sara’s personal story is the strongest asset but is buried** at the bottom of the homepage. The personas who would connect most are the least likely to scroll that far.
5. **No explicit acknowledgement of the emotional dimension** of home design — life transitions, couple dynamics, or the psychology of the spaces we live in.

# Methodology

This research employed synthetic persona methodology to test how different audience segments would experience and respond to the Everyday Living Interiors website (everydaylivinginteriors.com).

## Approach

Six strategically diverse personas were created spanning ELI's potential audience — from ideal core target to confident sceptics and indifferent non-audiences. Each persona was constructed with a detailed psychological profile, cultural context, financial situation, and specific relationship to interior design and the domestic environment.

Each persona then “visited” the website, and their likely reactions were simulated based on their profiles. This includes first impressions, engagement patterns, emotional responses, points of connection and friction, and the likelihood of taking action (booking a service, returning later, or leaving immediately).

## Persona Selection Strategy

The six personas were chosen to represent a strategic spread across multiple dimensions:

- **Demographics:** Ages 28–58, spanning Portugal, the Netherlands, Belgium, and Norway
- **Budget sensitivity:** From highly price-conscious to price-indifferent
- **Design confidence:** From overwhelmed beginners to experienced self-decorators
- **Life stage:** Single young professional, young parents, mid-life transition, established household
- **Motivation:** Practical necessity, emotional processing, aesthetic ambition, relational negotiation
- **Likelihood to convert:** From ideal prospect to genuinely unreachable non-audience

## Persona Overview

Persona	Location	Type	Score
Mariana Ferreira, 33	Almada, Portugal	The Core Target	3/10
Daan van der Berg, 41	Amsterdam-Oost	The Paralysed Buyer	6/10
Ingrid Haugen, 58	Bergen, Norway	The Confident Sceptic	4/10
Kwame Asante, 28	Rotterdam	The Indifferent Non-Audience	1/10
Charlotte Moreau, 45	Antwerp, Belgium	The Emotionally Motivated Prospect	5/10
Tom & Priya Bakker-Sharma	Diemen	The Style-Conflicted Local Couple	5/10

# Mariana Ferreira

33, Almada, Portugal

The Core Target

Resonance Score:

3/10



## First Impression

Mariana would leave within 10 seconds. The website looks too polished, too professional, too magazine-like for someone in her financial and emotional situation. Despite the tagline “real homes, real budgets,” the visual language communicates something different — a level of sophistication and investment that feels out of reach.

## What Works

The tagline resonates deeply. “Your home should support your life, not compete with it” speaks directly to Mariana’s experience of living in a small apartment with two children, where function must always win over form. The underlying philosophy — that beautiful doesn’t have to mean expensive — is exactly what she needs to hear.

## What Doesn’t Work

No prices are visible anywhere on the site. Stock photography of stylish spaces shows no toys, no clutter, no mess — nothing that looks like Mariana’s reality. The service names (“The Room Reset,” “The Thoughtful Edit”) sound elegant but give no indication of cost. She would assume this costs hundreds of euros and close the tab.

*“This is beautiful, but it’s not for people like me. I can tell.”*

## Recommendations

- Show before/after images of real, cluttered, lived-in homes — not just the polished results.
- Display starting prices prominently on the services page (e.g., “from €50”).
- Include a Portuguese language option or testimonials from southern European clients.
- Add imagery that reflects family life: toys visible, laundry baskets, real kitchen counters.

# Daan van der Berg

41, Amsterdam-Oost

The Paralysed Buyer

Resonance Score:

6/10



## First Impression

Daan would stay and explore. The website is professional enough to earn trust, and the services are clearly structured. As someone who has been stuck in decision paralysis for months, the existence of a structured service feels like relief.

## What Works

The project examples — especially the “Full House Update” featuring an odd-shaped apartment — speak directly to his situation. The testimonials from real clients in Amsterdam and Belgium feel credible and local. The structured service tiers suggest a methodical process, which appeals to his analytical nature.

## What Doesn't Work

No pricing information creates the exact uncertainty that paralyses him. He cannot determine if “The Room Reset” costs €50 or €500. The service descriptions lack specificity about deliverables — what exactly will he receive after a session? Without this information, he will add the website to his bookmarks and never return.

*“This looks competent, but I need to know what I'm getting for my money before I even consider clicking ‘Get In Touch.’”*

## Recommendations

- Add pricing tiers or “from €X” indicators to every service.
- Specify deliverables for each service (e.g., “you’ll receive a floor plan, a colour palette, and a shopping list”).
- Add a FAQ page addressing common hesitations: “What happens in a session?” “How long does it take?”
- Include a clear, low-commitment first step (e.g., a free 15-minute discovery call).

# Ingrid Haugen

58, Bergen, Norway

The Confident Sceptic

Resonance Score:

4/10



## First Impression

Ingrid would browse the portfolio critically, comparing it to her own substantial body of work in home styling. She is not a prospect in the traditional sense, but represents a potential referral source and a test of whether the site earns professional respect.

## What Works

The design quality of the website itself earns professional respect — the layout, typography, and image selection demonstrate competence. The Mission Statement on the Purpose page demonstrates genuine philosophy, not just marketing copy. Sara’s credentials from the National Design Academy are mentioned, lending credibility.

## What Doesn’t Work

The messaging assumes everyone needs help, which feels patronising to someone who is genuinely competent at home design. There is no acknowledgement that some visitors might already be skilled decorators who want refinement rather than rescue. This narrows the potential audience and misses an entire segment of confident self-decorators.

*“The philosophy is admirable, but the website talks to people as if they’re helpless. What about those of us who are quite capable but might enjoy a fresh perspective?”*

## Recommendations

- Add a service tier explicitly for confident self-decorators (e.g., “A Second Pair of Eyes” or “Design Refinement”).
- Acknowledge the spectrum from beginner to experienced — not everyone starts from zero.
- This also broadens the market: experienced decorators have budget and willingness to invest.
- Position Sara as a collaborator, not just a guide — relevant for this entire segment.

# Kwame Asante

28, Rotterdam

*The Indifferent Non-Audience*

Resonance Score:

1/10



## First Impression

Kwame would not visit this website under any current circumstance. If he somehow landed on it — through a social media ad or a friend’s share — he would leave in under 3 seconds. This is not a failure of the website; he is genuinely outside the current target audience.

## What Works

Nothing on the website speaks to his reality. He lives in a rented room, sleeps on an IKEA bed, and has no emotional investment in “home design.” His domestic space is functional and temporary. The website’s entire framing assumes a level of domestic investment he has not yet reached.

## What Doesn’t Work

Zero representation of young single men, small rented rooms, minimal budgets, or multicultural aesthetics. The imagery, language, and service framing assume homeownership or long-term tenancy, established households, and a pre-existing desire to invest in one’s living space.

*“This is for mums and couples with nice apartments. I sleep in a room with an IKEA bed. This has nothing to do with me.”*

## Recommendations

- This persona represents a future audience reachable through social media, not the website itself.
- TikTok/Reels content showing dramatic transformations of small spaces on tiny budgets (“€50 room makeover”) is the only format that could reach him.
- Short-form video demonstrating tangible impact on minimal spaces would build brand awareness in this demographic.
- Not a website fix — a content strategy opportunity for long-term audience development.

# Charlotte Moreau

45, Antwerp, Belgium

*The Emotionally Motivated Prospect*

Resonance Score:

5/10



## First Impression

Charlotte would stay and read carefully. The philosophy page would resonate with her on an emotional level. But she would struggle to identify which service fits her situation — one defined not by aesthetic ambition but by emotional complexity. She is redesigning her home because she is redesigning her life after a difficult separation.

## What Works

“Your home should support your life, not compete with it” hits her directly. Sara’s personal story — of always making spaces beautiful despite constraints — creates genuine connection. “The Thoughtful Edit” concept (elevate with what you have) speaks to her practical reality: she cannot afford to replace everything, but she needs her home to feel new.

## What Doesn’t Work

There is no acknowledgement anywhere on the site that people come to interior design from places of loss or transition. The tone is warm but uniformly cheerful — Charlotte needs to feel that Sara understands the emotional weight of objects and decisions. A sofa is not just a sofa when it is the last piece of a marriage. The service descriptions are functional, not emotional.

*“I like this woman. I think she’d understand. But I can’t tell from the website whether she’d understand that my sofa isn’t just a sofa — it’s the last piece of a marriage I’m trying to leave behind.”*

## Recommendations

- Add a blog post or section explicitly addressing interior design during life transitions (divorce, moving, downsizing, empty nest).
- Frame “The Thoughtful Edit” with emotional language alongside the practical description.
- Include a testimonial from someone who came to Sara during a significant life change.
- Acknowledge that home design can be an act of emotional processing, not just aesthetic improvement.

# Tom & Priya Bakker-Sharma

37/35, Diemen, the Netherlands

*The Style-Conflicted Local Couple*

Resonance Score:

5/10



## First Impression

One of them would discover the site first — likely Priya, who has been searching for a compromise solution. The “Kitchen Design Plan” project example (“Do you and your partner like different design styles?”) would catch their attention immediately. It directly describes their situation. Being based in Diemen means Sara is literally in their neighbourhood.

## What Works

That single line about differing partner styles is the most targeted piece of copy on the entire site for this couple. The testimonials showing real Amsterdam-area clients build local credibility. The fact that Sara is based nearby in Diemen reduces the barrier to booking — this is not a faceless online service but a neighbour.

## What Doesn't Work

The design mediation angle is mentioned once and never developed. There is no explicit framing of couples' style disagreement as a normal, solvable challenge. No mention of multicultural households or blending aesthetic traditions from different cultural backgrounds. The service descriptions don't indicate whether both partners would join a session.

*“Finally — someone who gets that we're stuck because we disagree, not because we don't care. But I wish the site told us more about how she actually works with couples.”*

## Recommendations

- Expand the couples-mediation narrative across the site — it's a genuine differentiator.
- Add a FAQ specifically for couples: “Can we both join the session?” “What if we have very different styles?”
- Highlight the Diemen location more prominently for local discovery and search visibility.
- Include before/after examples of a multicultural or mixed-style home, showing successful blending of different aesthetics.

# Cross-Persona Analysis

Five themes emerged consistently across the six persona reviews. They are ranked by severity and potential impact on conversion.

## CRITICAL

### Theme 1: The Polish Paradox

The website's professional design quality signals competence but contradicts the accessibility message. Four of six personas perceived a gap between what the site says (affordable, real, everyday) and how it looks (polished, curated, aspirational). This is exactly the feedback Sara received about her printed flyer — "it's too beautiful." The visual sophistication, while genuinely impressive, creates an unintended price signal that drives away the core audience before they read a single word of copy.

## CRITICAL

### Theme 2: The Pricing Black Hole

Zero pricing information is the single biggest conversion blocker. Every persona who would consider booking — Mariana, Daan, Charlotte, and Tom/Priya — mentioned pricing uncertainty as a primary barrier. Sara's target price of approximately €50 per hour is actually her strongest competitive advantage, and it is entirely invisible on the website. The absence of pricing does not create an aura of exclusivity; it creates anxiety and assumption of unaffordability.

## HIGH

### Theme 3: Service Name Opacity

The creative service names — The Room Reset, The Thoughtful Edit, The Design Roadmap, The Clutter Edit — are elegant but unclear. Personas could not determine what they would receive, how long the process would take, or what it would cost. The names prioritise brand voice over functional clarity. A single line of concrete description beneath each name would resolve this without sacrificing the creative branding.

## HIGH

### Theme 4: Buried Personal Story

Sara's personal narrative — the most emotionally compelling element on the entire site — sits at the bottom of the homepage and on a separate About page. The personas who would connect most deeply with that story (Mariana and Charlotte) are precisely the ones most likely to leave before scrolling that far. The story needs to meet visitors where they are, not wait for them to find it.

## MEDIUM

### Theme 5: Missing Life Context

The website treats interior design as an aesthetic challenge. For three of six personas — Mariana, Charlotte, and Tom/Priya — it is fundamentally an emotional or relational one. No content on the site addresses life transitions, couple dynamics, or the psychological relationship people have with their homes. This represents both a messaging gap and a market opportunity.

# Recommendations

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The following actions are prioritised by impact and effort. The immediate items address the most critical conversion blockers identified across the persona reviews.

## Immediate (this week)

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1. Add indicative pricing to every service (“from €50” or price ranges). This single change addresses the biggest barrier identified by four of six personas.
2. Add one line under each service name explaining the concrete deliverable (e.g., “You’ll receive a floor plan, colour palette, and shopping list”).
3. Move Sara’s personal story higher on the homepage — ideally within the first scroll. It is the strongest emotional asset and currently the most hidden.

## Short-term (this month)

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4. Add 2–3 photographs of genuinely lived-in, imperfect “before” spaces alongside the polished results. Show the journey, not just the destination.
5. Expand the couples/partner dynamic content across the site — the single mention of differing styles is a powerful hook that deserves development.
6. Write a blog post addressing interior design during life transitions: divorce, moving, downsizing, empty nest. This opens a significant emotional connection point.

## Medium-term (next quarter)

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7. Create a “Not sure where to start?” quiz or guide that helps visitors self-select the right service based on their situation rather than deciphering service names.
8. Add a FAQ page addressing pricing, process, and common hesitations — including couple-specific questions.
9. Consider TikTok/Reels content showing small-budget transformations (“€50 room makeover”). This is the only channel that could reach the Kwame segment and builds brand visibility with a wider audience.

## Strategic (ongoing)

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10. Develop content that acknowledges the emotional dimension of home design — not just aesthetics, but identity, transition, and belonging.
11. Seek testimonials from diverse client types: single parents, young professionals, multicultural households, and people navigating life changes.
12. Consider adding a “Design Confidence” tier for experienced self-decorators who want refinement rather than direction — a currently unserved segment identified by the Ingrid persona.

# A Note on This Report

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## **This report is a starting point, not a verdict.**

The website's foundation is solid. The philosophy behind Everyday Living Interiors is genuine and clearly articulated. The services are well-conceived and address real needs. Sara's personal story is compelling and differentiating. The design quality of the site itself demonstrates professional competence.

The gap this research identifies is not between intention and quality, but between intent and perception. Sara's message is "beautiful design is accessible to everyone." But the website's visual language, pricing opacity, and service framing inadvertently communicate something more exclusive than intended. This is entirely fixable — and most of the highest-impact changes are small, concrete, and achievable within days.

The personas in this report are synthetic constructions. They are not real people, and their reactions are simulated based on psychological profiles, not observed behaviour. However, the patterns they reveal — particularly around pricing, emotional resonance, and the gap between message and visual language — are consistent enough across diverse profiles to warrant attention.

The strongest signal in this research is also the most encouraging: the people who need Sara's service most are the ones closest to being reached. The barriers are not philosophical or structural — they are presentational. A few targeted changes could transform a website that impresses into one that converts.

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Prepared by synthetic persona research methodology

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