



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?

I need a
tourism
guide during
travelling

Doesnt trust
certain
tourism guide
online without
verification

I want to
promote
buisnees
online

I dont what
aunsufficient
application that
is showing to
much results

Values,cost
efficiency
and time
worth to visit

Wants ease
and
convenience
of planning a
trip

Global Air
transportation

Persona’s name

Short summary of
the persona

Translate the
not
understanble
language

looking for a
travel website
for easy acces
without
download any
software

Wasting of
time and
energy

Searching
feedbacks and
comments
oftravellers from
a lot of websites

Headache

Not
understandable
language



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?