

## 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

I want to promote buisnees online

I dont what aunsufficient application that is showing to much results

Doesnt trust certain tourism guide online without verification

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

Searching feedbacks and comments oftravellers from a lot of websites

Wasting of time and energy

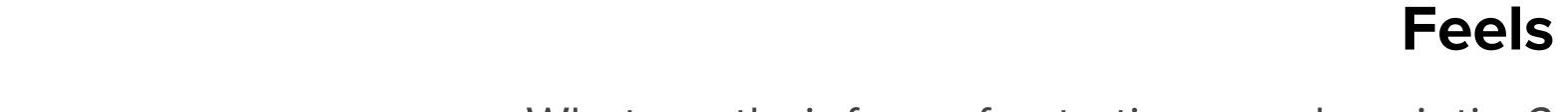
Headache

Not understandable language



## Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

