



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  
traveling

values cost  
and  
timeefficiency  
work to visit

i want to  
promote  
business  
online

i need a app  
which display  
and recommend  
me . the  
attractive  
tourism place

would most  
likely rely on  
other traveller  
reviews and  
feedback

doesn't trust  
certain  
tourism guide  
online without  
verification



Persona’s name

Short summary of  
the persona

as friends who  
visited to that  
place or asking  
on a triog/  
socialmedia

translate the not  
understandable  
language

wanting of  
time and  
energy

looking for a  
travel website  
for easy access  
without  
download any  
software.

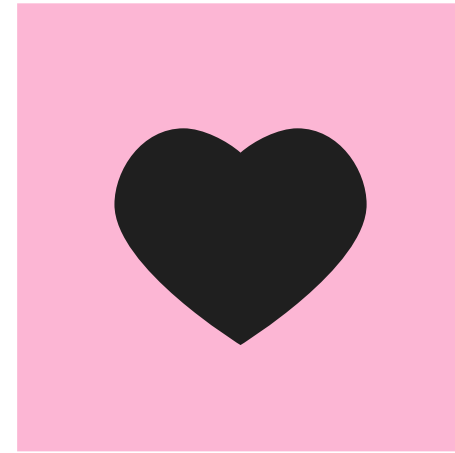
headache  
during travel

cannot get  
the very  
accurate  
result



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?