



Says

What have we heard them say?  
What can we imagine them saying?



I need a  
tourist guide  
during  
travelling.

I want to  
promote  
business  
online.



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



knowledgeable  
in pricing and  
products.

a set of ideas  
about a services  
brand or  
products that  
people set in  
their minds.



state the not  
understandable  
language.

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



post  
vacation  
blues may  
result.

the loss off  
appetite strong  
feelings of  
nostalgia some  
cases  
depression.



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?