



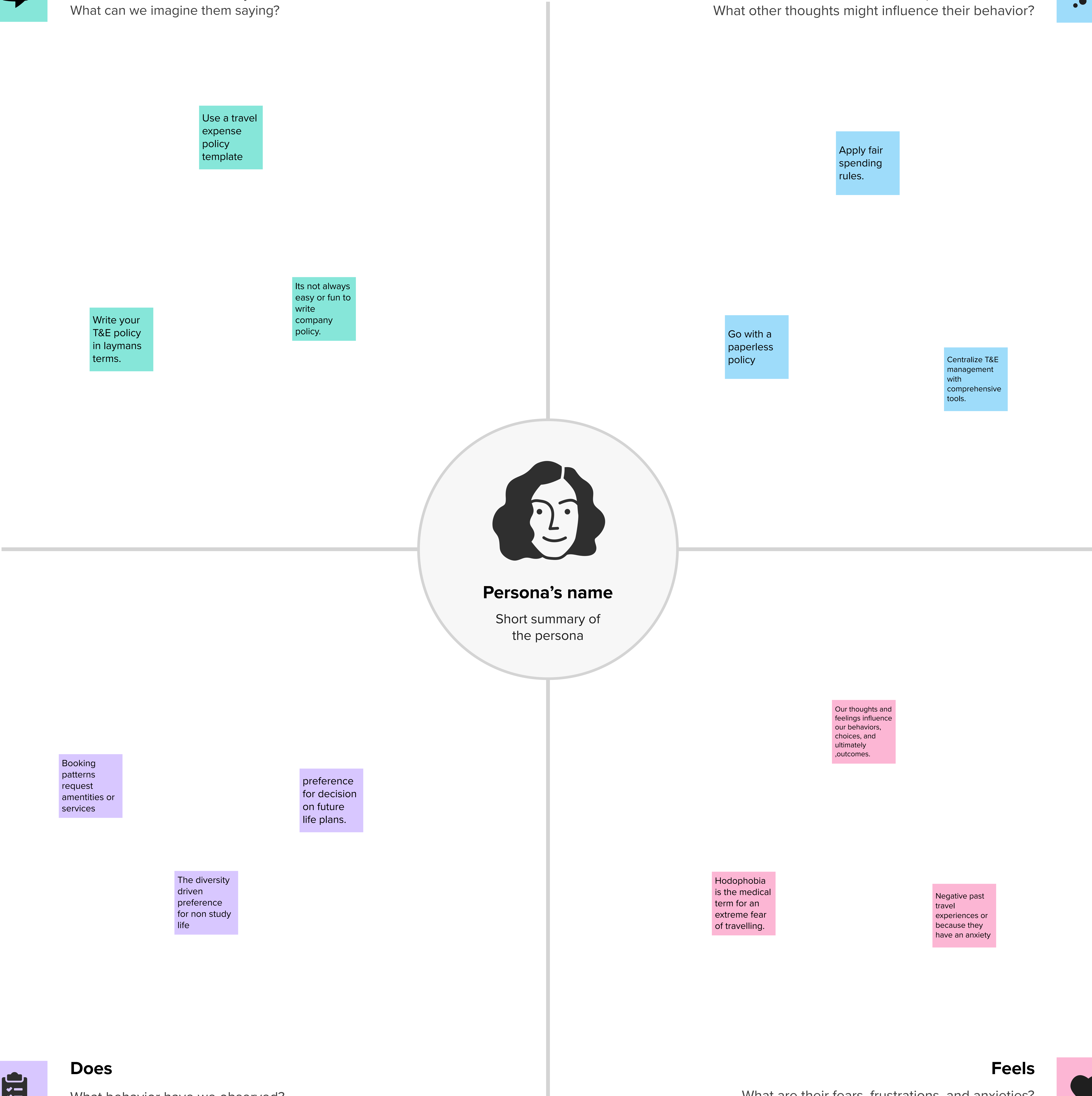
Says

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?



Use a travel
expense
policy
template

Write your
T&E policy
in laymans
terms.

Its not always
easy or fun to
write
company
policy.

Apply fair
spending
rules.

Go with a
paperless
policy

Centralize T&E
management
with
comprehensive
tools.



Persona's name
Short summary of
the persona

Booking
patterns
request
amentities or
services

preference
for decision
on future
life plans.

The diversity
driven
preference
for non study
life

Our thoughts and
feelings influence
our behaviors,
choices, and
ultimately
,outcomes.

Hodophobia
is the medical
term for an
extreme fear
of travelling.

Negative past
travel
experiences or
because they
have an anxiety



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?