



Says

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

i want to  
promote  
business

I need  
tourism  
guide during  
travelling

I dont have  
lot of time  
to do a ton  
of research

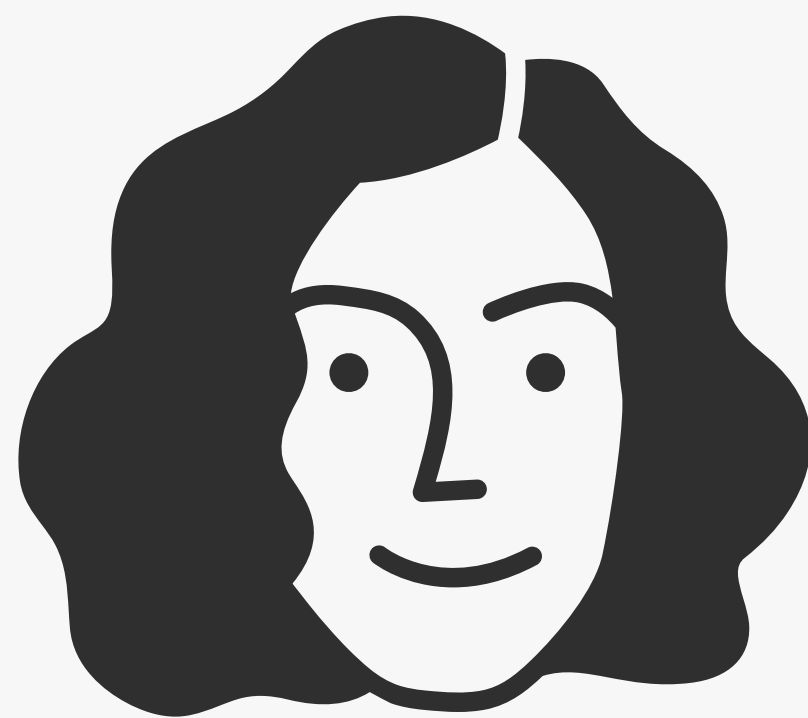
Thinks

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

Values cost  
and time  
efficiency  
worth to visit

Doesnt trust  
certain  
tourism guide  
online without  
verificationj

wants ease  
and  
convenience  
of planning a  
trip



Persona’s name  
Short summary of  
the persona

Feels

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

wasting of  
time

head ache

cannot get  
the very  
accurate  
results

Does

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



Translate the not  
understanuagedable  
lang

searching  
feedbacks  
and  
comments of  
travel

looking for a  
travel website  
for easy  
accesswithout  
download