



Says

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

I want to
promote
business

I need a
tourism
guide during
travelling

I don't 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

Wants ease
and
convenience
of planning a
trip

Doesn't trust
certain
tourism guide
online without
verification



Persona's name

Short summary of
the persona



Translate the
not
understandable
language

Searching
feedbacks and
comments of
travellers from
a lot of

Looking for a
travel website
for easy access
without
download any
software

Wasting of
time and

Head ache

Cannot get
the very
accurate
results



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?

[See an example](#)