

Says



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

I have a Questions about the Accomodations

I need help with my itinerary

I Want to book a Tour

Thinks



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

I want Memorable Travel Experience

I'm Looking For Good Value For Money

I hope the Tour is Well-organized



Traveller

Reads Reviews and Ratings

Compares Prices and itineraries

Browsers available Tours

Excited to explore New Destinations

Eager to learn about different cultures

Anxious about Travel arrangements

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?