

Says

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

Fight prices
impact my
destination
& budget

I don't have a
set budget
when
beginning to
plan

I use multiple
apps &
websites when
planning & on
trip

I like site
seeing



I like to eat
out when
traveling

I plan some
activities during
planning &
some on my
trip

I travel at
least once
per year

I walk, use
public
transport &
uber to get
around on trip

Thinks

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

I'd like to take
more trips but
I don't have
enough time
off

I want to eat
out, but it
gets
expensive

I want to go with
the flow, but
some things
need to be
planned in
advance

I want to eat
out, but it
gets
expensive



I don't want
to go to
tourist traps.

I want to
have a fun,
but stay safe

I want to
have fun,
but stay safe

I don't like
using multiple
websites to
look for flights
prices

Airplane
passenger

Uses multiple
apps/
websites to
plan trip

Eats out to
try local
food

Uses multiple
apps/websites
to plan
activities while
on trip

Gets caught
in tourist
traps
accidentally



Determines
budget based
on price of
flight &
accommodation

Takes
copies of
passport &
license

Stays in
airbnbs

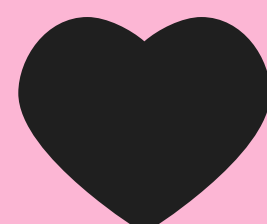
Compares
different flight &
accommodation
prices while
planning

Excited
before travel

Frustrated
with price
comparisons

Feels
independent
when
traveling

Stressed on
travel
days(airport)



Nervous
before travel

Exhausted,
but reset
after trip

Worries
about
unknowns

Traveling
gives sense
of freedom

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?