



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?

I need a tourism guide during traveling

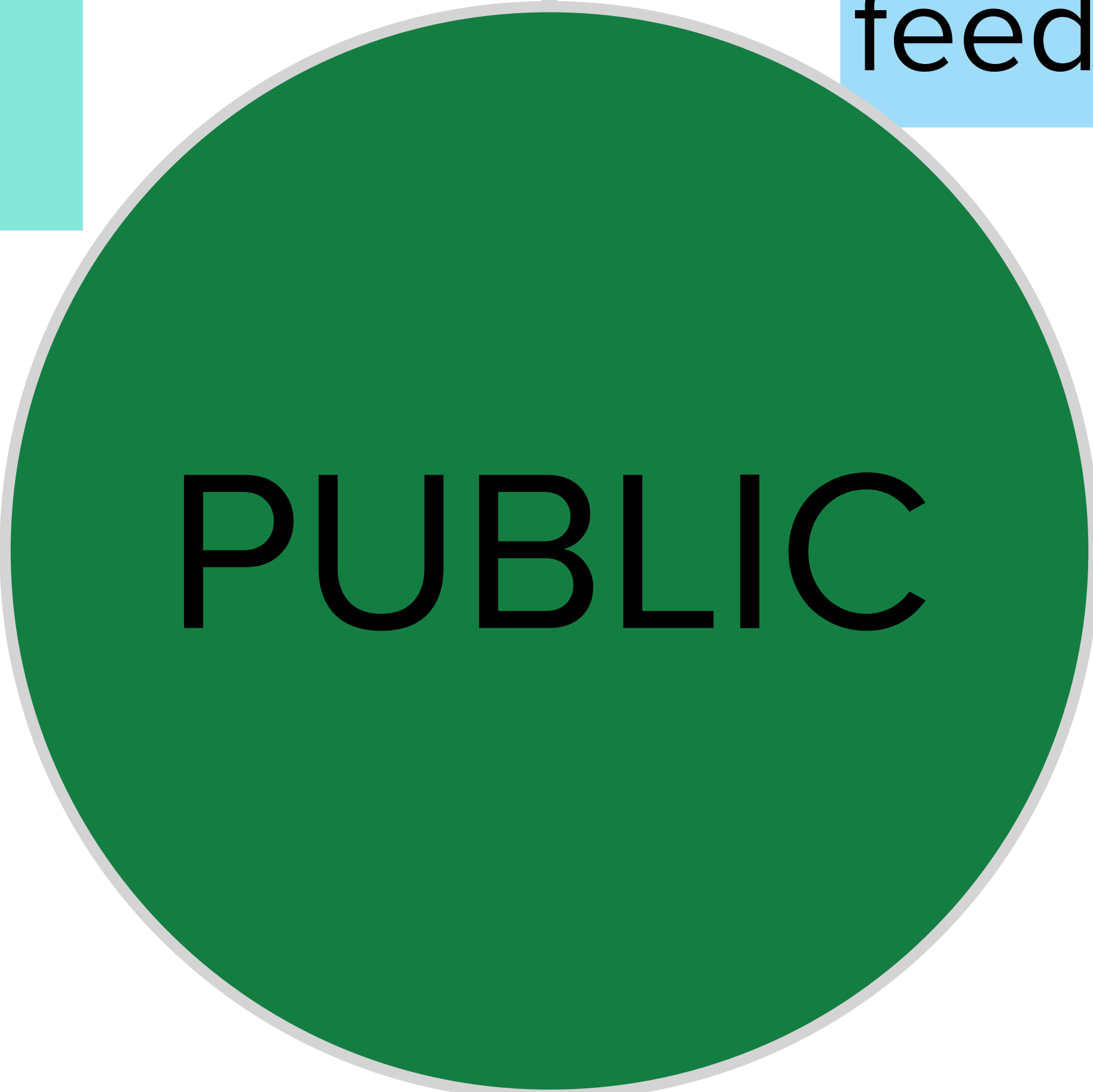
Values cost and time efficiency work to visit

I need live status of the flight

I need a app which display and recommend me the attractive tourism place

Would most likely reply on other traveller reviews and feedback

Dosn't trust certain tourism guide online without verification



As friends who visited to that place or asking on a trlog / socialmedia

Wanting of time and energy

learn the language of the place of the visit

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

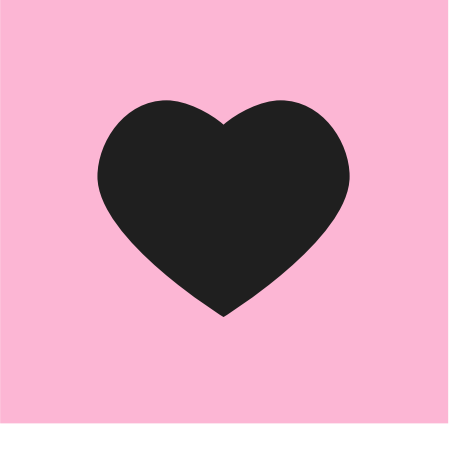
customer care of air lines is efficient

Headache during travel



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?