



**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?

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

translate the not understandable language

searching feedbacks and comments of travellers from a lot of websites



**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?



"i need a tourism guide during travelling

i doesnt want a unsufficient application that is showing too much results

i want to precipate bussiness endries

wants ease and convenience of planning a trip

values cost and time efficiency , worth to visit

doesnt trust certain tourism guide online without verifications

wasting of time and energy

cannot get the very accurate results

not understandable language