



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



"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

values cost
and time
efficiency ,
worth to visit

wants ease
and
convenience
of planning a
trip

doesnt trust
certain
tourism guide
online without
verifications

wasting of
time and
energy

cannot get
the very
accurate
results

not
understandable
language

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