

Says

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

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



Thinks

This system provides a user-friendly interface for travelers."

"I can easily search for and book flights, hotels, and tours."

The system keeps realtime track of available travel options."

"We run targeted marketing campaigns and promotions."

"The agency has access to a wide range of travel options."

"I receive personalized offers and discounts."

Persona's name

M.kameshkumar N.jeyaprathap

: Allows travelers to search, compare, and book travel options seamlessly, with multiple payment options for convenience.

: Provides realtime data on available flights, hotels, and tours while preventing overbooking. "I feel confident and comfortable using the platform."

: Provides reports
on sales, revenue,
and customer
behavior for

"I feel like the agency knows my preferences and history."

"I trust the agency with my financial information."

Does

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

strategic planning.

Feels

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

