



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
travelling

i want to
promote
bussiness
online

i need an app
can display
and
recomment me
the attractive
tourism place

i do not
having a lot
of same to
do a
research

translate the not
understandable
language

searching
feedback and
comments of
travellers
from a lot of
websites

ask friends
who visited to
that place or
asking on a
higher social
media

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

CREATING A
YOUTUBE
THUMBNAIL


values cost
and time
efficitency
worth to
visit

does not
trust certain
tourism guide
online without
verification

would most
likely rules on
other traveller
reviews and
feedback

wants case
and
converience
of perfoming
a trip

wasting
of time
and
energy

headache

can not get
the very
accurate
result

not
understanding
language



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?