

## 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?



Biking adventures that inspire wanderlust

Cycling redefines travel indepth.

Pedalpowered
globe-trotting
at its finest.

Exploration of eco-friendly travel options.

Stories from passionate cycle tourists.

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Cycling adventures and travel tips.

Biking journeys and global exploration.

Two-wheeled globe-trotting stories.

Adventurous spirit awakens within you.

Embracing freedom, simplicity, and discovery.

Invites
wanderlust
and
wanderer's
soul.



## Does

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



See an example

**Feels** 

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

