



Says

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

"I want to explore new destinations."

"I need a hassle-free vacation."

"I love experiencing different cultures."



Thinks

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

"I hope this trip will be memorable."

Is this the right travel company for me?"

I wonder if they can accommodate my preferences.

MARIMUTHU  
AND  
TEAM

Researching travel destinations

Reading reviews and testimonials

Booking vacations and tours



Does

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

Excitement about the upcoming trip

Concerns about safety and reliability

Desire for relaxation and adventure



Feels

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