



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?

Explore New places

Looking for Convenience in travel

Safety and Security during the travel

Excited about experiencing new cultures

Worried about the expenditure for the travel

Considering the Right time to travel (Plans) for optimal weather and adventurous places



Evangeline
Explorer and adventurer

Read reviews and ratings and ask her friends regarding her travel choice

Have a Memorable experience

Compare prices of different travel packages

Engage with the website to get discounts and offers

Hopeful to find the perfect travel package

Enjoys a lot with different people and with different cultures



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?