

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?

How many

people will

travelling

i be

with?



I Like being prepared

Talking to her friends about upcoming trip



I Like to plan & organise my trips

Curious about how

the trip will

Organised

be



Will my friends and i be safe?

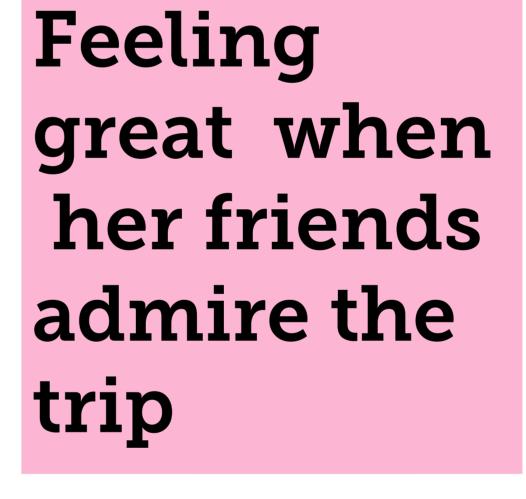
Persona's name

Short summary of the persona

Checking weather & time zone

Plan trip using laptop





Excited about new experience



What other feelings might influence their behavior?

Worried about potential issues



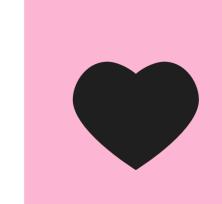
Does

What can we in

Follows poplar travel What behavior instagram

What are their fears, frustrations, and anxieties?

Feels



See an example