



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'm interested in booking a tour for my upcoming vacation."

"I heard great things about Travel Trax Tours from my friends."

"I hope this tour lives up to my expectations."

"What unique experiences can Travel Trax Tours offer that I can't find elsewhere?"

"I'd like to know more about the itineraries and pricing."

"Are there any group discounts available?"

"Is this tour company reliable and reputable?"

"I want to make the most of my trip and see all the must-visit attractions."



Clear and detailed information about tour packages, itineraries, and pricing.

Assurance of safety and reliability throughout the trip.

Excited about the prospect of exploring new places.

Anxious about the logistics and details of the trip.

A sense of community and connection with fellow

Responsive customer support for inquiries and assistance.

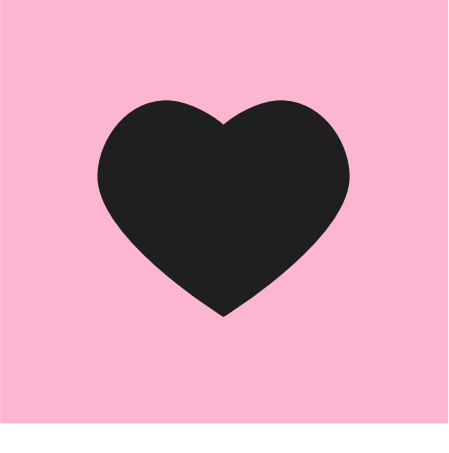
Eager to connect with fellow travelers and create

Frustrated if they encounter booking difficulties or



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?