



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?

Buy the proper clothes/equipment

Compare prices

Values cost and time efficiency,worth to visit

Doesn't trust certain tourism guide online without verification

Check nature tours online

Ask friends who have done it before

I want to be independent

What will i do when i get loss



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Short summary of the persona

Translate the not understandable language

Ask friends,who visited to that place,or asking on a biog/socialmedia

I love traveling in nature

I feel safer in a group

Looks for photos/videos of places they had been before or have never seen

Searching feedbacks and comments of travellers from a lot of websites

Nature tools are usually overpriced

May be i can see some wildlife



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?