



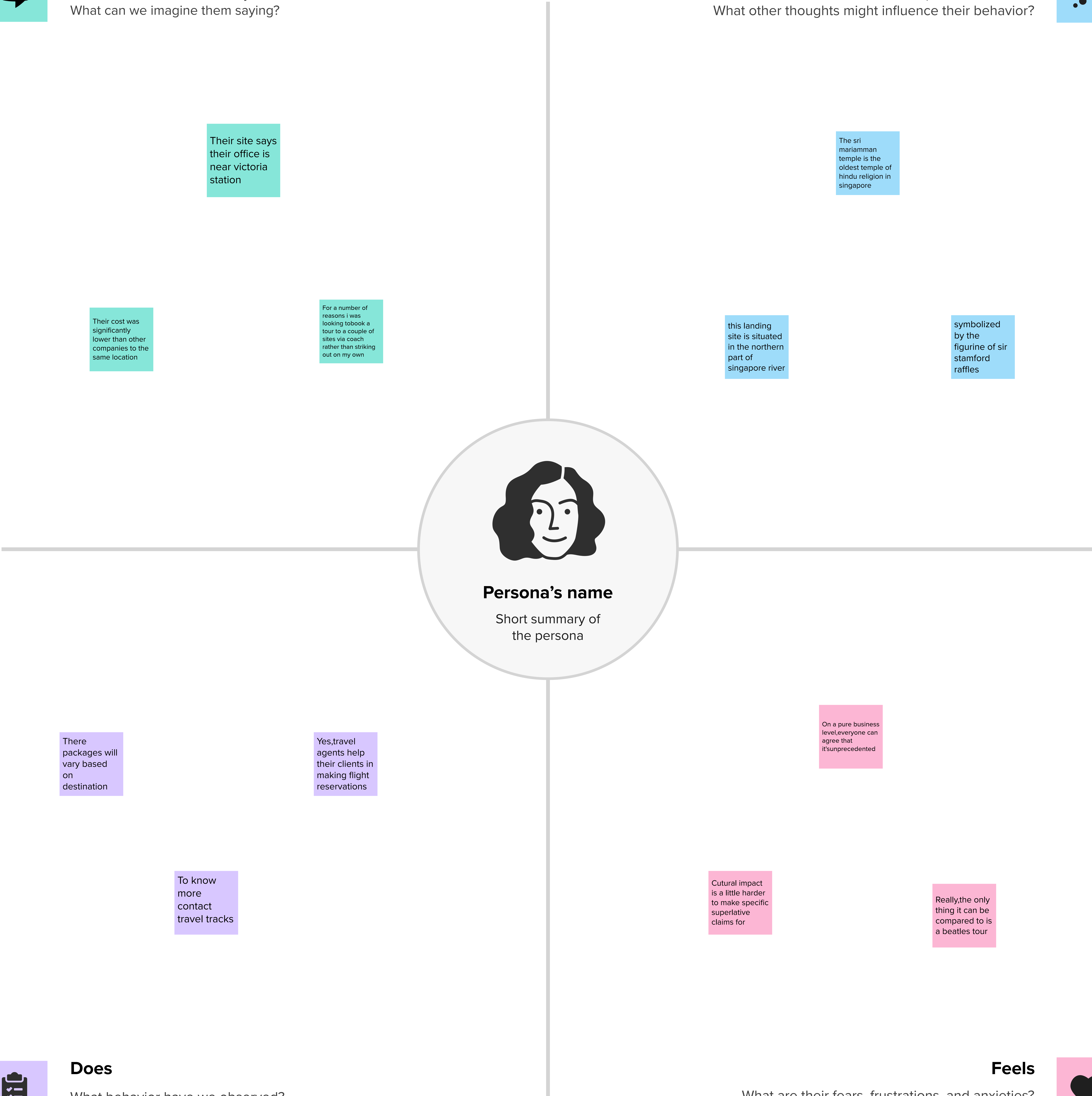
Says

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?



Their site says  
their office is  
near victoria  
station

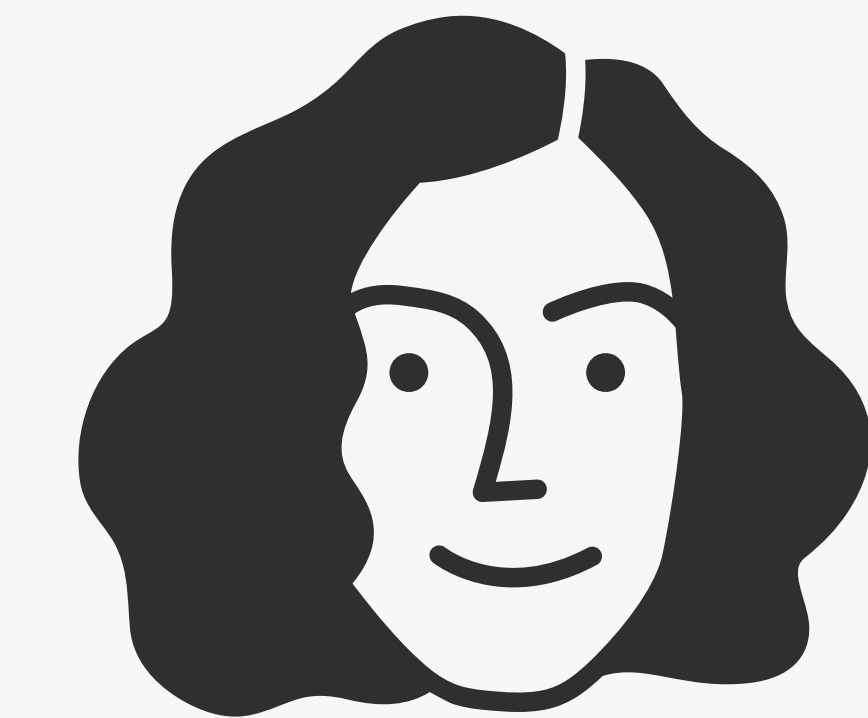
The sri  
mariamman  
temple is the  
oldest temple of  
hindu religion in  
singapore

Their cost was  
significantly  
lower than other  
companies to the  
same location

For a number of  
reasons i was  
looking tobook a  
tour to a couple of  
sites via coach  
rather than striking  
out on my own

this landing  
site is situated  
in the northern  
part of  
singapore river

symbolized  
by the  
figurine of sir  
stamford  
raffles



Persona's name  
Short summary of  
the persona

There  
packages will  
vary based  
on  
destination

Yes,travel  
agents help  
their clients in  
making flight  
reservations

On a pure business  
level,everyone can  
agree that  
it'sunprecedented

To know  
more  
contact  
travel tracks

Cutural impact  
is a little harder  
to make specific  
superlative  
claims for

Really,the only  
thing it can be  
compared to is  
a beatles tour



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?