



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?

Best travel experience

Quality and healthy foods

Good service

Cheap and best

Safety

Rich and royal



Persona's name

Travel tax and tours

Relaxation

Saving time

Enjoyment

Good travel agency

Good safety

Good enjoyment and entertainment



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?