



Says

What have we heard them say?  
What can we imagine them saying?

heck nature  
tours online

buy the  
proper  
clothes/  
equipment

compare  
prices



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

nature tours  
are usually  
overpriced

hear

it's an  
advertural

voyage vista: illuminatiog insights from uber expeditionary  
analysis

Persona’s name

Short summary of  
the persona

i love  
traveling in  
nature

may be i  
can see  
some  
wildlpe

say and do

nature  
advanture  
posts on  
social media  
by friends

see

flyers in the  
aym



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?