



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 want to make sure i get good value for my money

I'm looking for a unique and luxurious experience.

I hope this listing is worth the price .

I hope WiFi is fast and reliable.

I want to be able to work from the accommodation

i want to feel special and pampered



Persona's name
Short summary of the persona

Type your paragraph...

Searches for high -end listings with unique features

Reads reviews and compares prices

Excited to treat themselves to a luxury experience

Concerned about making a smart financial decision.

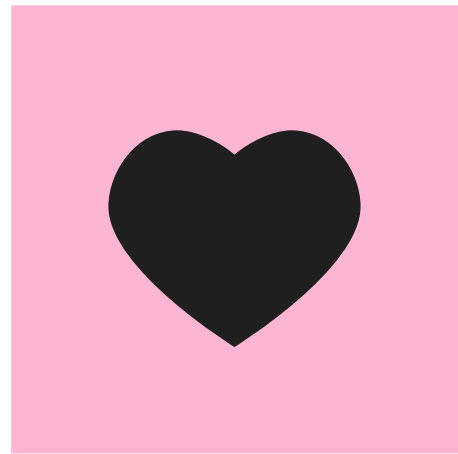
Hopeful about exploring new places

Searches for listings in central locations



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?