



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?

At Voyage Vista, their team of brilliant engineers and designers are working on a project known as the "Eco-Explorer." It's a futuristic, self-sustaining travel pod designed to minimize the environmental footprint of travel.

Voyage Vista is an innovative start-up company that envisions a future where sustainable travel and exploration are at the forefront of human experiences. Founded by a group of passionate adventurers

In this imaginative scenario, Voyage Vista represents a forward-thinking organization dedicated to merging the thrill of adventure with a profound commitment to environmental stewardship.

Needs can include basic necessities like food, shelter, and safety.

Hopes and dreams often encompass personal and professional aspirations, such as achieving career goals, traveling, or starting a family.

people may want things like happiness, success, good health, and fulfilling relationships.



Fears can also be highly individualized and may not necessarily apply to an entire organization.

Expeditions
Education and Advocacy.
Innovation.
Conservation Initiatives
Eco-Friendly Travel

They have developed the "Eco-Explorer," a sustainable travel pod powered by renewable energy sources,They collaborate with experts in renewable energy and sustainable transportation

Voyage Vista is on a mission to redefine the travel industry by offering eco-conscious, exhilarating adventures while actively contributing to the protection of our planet's natural wonders.

Frustrations within an organization can stem from issues such as inefficient processes, resource constraints, communication problems, or external challenges.

Anxieties can be related to a wide range of factors, including market conditions, competition, financial stability, regulatory changes, and internal operations.



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?