

## 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?



All vehicles available and simple advertisement

National or state tour available

Contact number, attractive name, experience driver with safety.

Tour
packages,
Food quality

Cottage and nature view points in room.

More than place and low price



Passenger's
Short summary of
the persona

Background colour not attractive and changed some things.

Some picture missing so correction is best.

Good impression

Having close
Lines
advertisement
change simple
ad

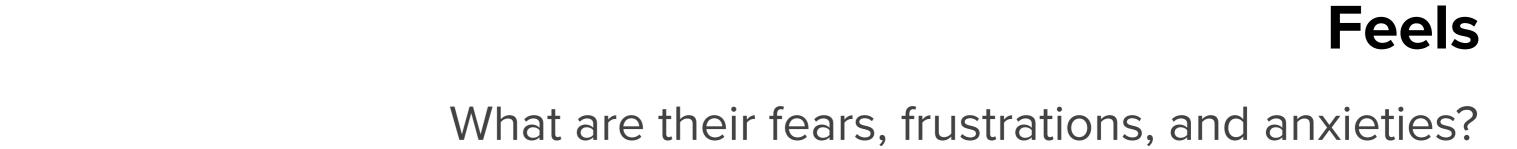
Feeling good and happy

Attractive on mind



## Does

What behavior have we observed? What can we imagine them doing?



What other feelings might influence their behavior?



