



Says

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

Good
service

Healthy
food

Best travel
experience



Thinks

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

Luxury

Cheap and
best

Safety



TRAVEL TRAX TOURS
S.Keerthika
S.Madhumitha
N.Malavika
S.Manisha

Time
saving

Relaxation

Entertainment

Safety

Excitement

Satisfaction



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?