



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 need a tourism guide during travelling

I need an app can display and recomment me the attractive tourism place

I want to promote business online

Values cost and time efficiency worth to visit

Would most likely rely on others traveller reviews and feedback

Wants ease and convenience of planning a trip



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Searching feedbacks and comments of travellers from a lot of websites

Translate the not understandable language

Looking for a travel website for easy access without download any software

Wasting of time and energy

Not understandable language

Headache



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?