## Says

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

i have a question about

the accomdations

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

**Thinks** 

i am looking good value for money

r heading...

i need help with my itineray

i want tobook a tour

i wantmemorabletravelexperience

i hope thetour is wellorganised



Short summary of the persona

reads
reviews and
rating

ompares prices and itineraries

excited to explore new destinations

browsers available toures

eager to
learn about
different
cultures

anxious about travel arrangements



## 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?



