



**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 dont have a lot of time to do ton of reserch

Values cost and time efficiendcy worth to visit

Doesn't trust certain tourism guide online without verification

I dont want a unsufficient application that is too much result

Would most likely reply on other traveller reviews and feedback

VOYAGE  
VISTA

Translate the not understandable language

Compare prices and discounts

Not understandable language

Wasting of time and energy

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

Cannot get the very accurate results



**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?