



**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 want to explore new places and culture

I need a break from my routine

I am looking for memorable experience

planning a trip is overwhelming

I hope the trip goes smoothly without hiccups

I want to make the most of my vacation time

YOGESHWARI

Searches online for travel inspiration and deals

Excitment about discovering new destinations

Reads review and recommendations from fellow travelers

Asks friends and family for travel experiences

Anxiety about potential travel-related issues

Antipation of building lasting memories



**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?