



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

values cost
and time
efficiency
worth to visit

Would most
likely rely on
others traveller
reviews and
feedback

i want to
promote
business
online

Wants ease
and
convenience
of planning a
trip



Travel Trax Tours
J.praveen, k.
Ramanathan, s.
Rajesh, G. Raj
kumar

searching
feedbacks and
comments of
travellers from a
lot of websites

Not
understandable
language

looking for a
travel wehsite
for easy accesss
without
download any
spoftware

Translate the
not
understadable
language

wasting of
time and
energy

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?