



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?

Best Travel
Experience

Good
Service

Haelthy
Food

Cheap
and
Best

Luxury

Safety



Travel Trax and Tours
Travels

Time Saving

Relaxation

Satisfaction

Entertainment

Safety

Exitement



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?

[See an example](#)