



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

 See an example



TravelTrax Tours

In today's world,  
almost  
everybody  
chooses to travel  
and tourism as  
their leisure.

Moreover,we  
also travel to  
find better  
jobs and  
opportunities

Traveling is  
good way to  
learn about  
the world.

Also, it teaches us  
many intersting  
things about the  
cultures of  
different  
nationalies.

Dosen't trust  
certain  
tourism guide  
online without  
verification

Would most  
likely fuly on  
other traveller  
reviews and  
feedback

Ask friends,who  
visited to that  
place,or asking  
on a bLoG/  
social media

Searching feedb  
ack and  
comments of  
travellers from a  
lot of websites.

A travel the  
sometime  
faced on the  
headache and  
voimiting

Looking for a travel  
website for easy  
acess without for  
easy acess without  
download any  
software.

The some  
tourists places  
was not  
maintain  
properly.

The tourist  
was high  
wants the  
nature