



Says

What have we heard them say?
What can we imagine them saying?

Tour give you
the opportunity
to see a lot,
within a time
frame

There arrange
is a tour guide
during the trip

I want to
promote
business
online

To you fixed
fees for
travel trax
tours

ask friends
who visited to
that place or
asking on a big
social media

translate the not
understandable
language

searching
feedbacks and
comments of
travellers from a
lot of websites

looking for a
travel website
for easy access
without
download any
software



Does

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



See an example

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



online apps
tours application
is available for
mobile and
computer
service

Low price
and high
service
motive

Dream
travel tours i
give in best
service

There is
food facility
while
staying here

Not
understanding
language

Wasting
time,money
and energy

BODY
PAIN&
Headache

Travel
without a
comfortable
seat

Feels

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

