



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?



Persona's name
Short summary of the persona

The first new ship for Oceania in a decade and the flagship of the lines' new Allura class

Uber is a multinational network company that operates a ride-hailing platform .It was founded in 2009 by Garrett Camp and Travis Kalanick.

The 1,200 passenger "Vista" also offers some of the best new solo cabins as well as impressive onboard and in-port immersive experience.

Uber is a ride - hailing company that relies heavily on data science and analysis to support its day-to-day operations and provide hassle- free rides and deliveries to customers .

Achieving big things and being a successful person in life. One of my biggest dreams is to become a doctor.

Talk about your aspirations and always keeping the position top-of-mind. It's ok to be ambitious when starting your future goals.

Marketing campaigns can influence consumer behaviors because they elicit reactions, utilize imagery and word associations.

Psychological, Cultural, Social and personal are the four factors that affect consumer behavoiur.

We have found this ethereal phenomenon and the direction before as is blurred.

This region is known for bahlabioluminiscente or 'bio bay' which is home to countless speck -of-dust size beings called as dinoflagellates.

The only insects to see red colour, there headlamp gives them an edge for capturing prey.

As the sun sets, gather with friends in one of the convivial bars, attend a spectacular production show or take in an unforgettable musical performance.

Thalassophobia is a fear of large bodies of water,and naviphobia is a fear of boats and cruise ships.

People can develop phobias from reading or learning about dangerous situations that happen to others.

They can dictate how people behave at work or company 's or job's value.

The decision-making effects of any kind of bad mood can hinder a person's job performance and lead to poor decisions that affect the company.



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?