



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'm looking for an affordable place to stay."

" I want to explore the city like a local."

"I hope this place is clean and safe."

"I hope I can make some friend here."

"I need to check -in early because of my flight."

"I hope the host is responsive and accommodating."

"I hope the kitchen is well-equipped."

House for sales

Type your heading...

Searches for cheap accommodations on Airbnb.

searches for experiences recommended by hosts

Anxious about the quality of the accommodation.

Hopeful about saving money on food.

Filters search results to show listings with kitchens .

Searches for listings in central locations.

Excited to meet new people and experience new things.

stressed about the logistics of travel.



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?