



Says

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



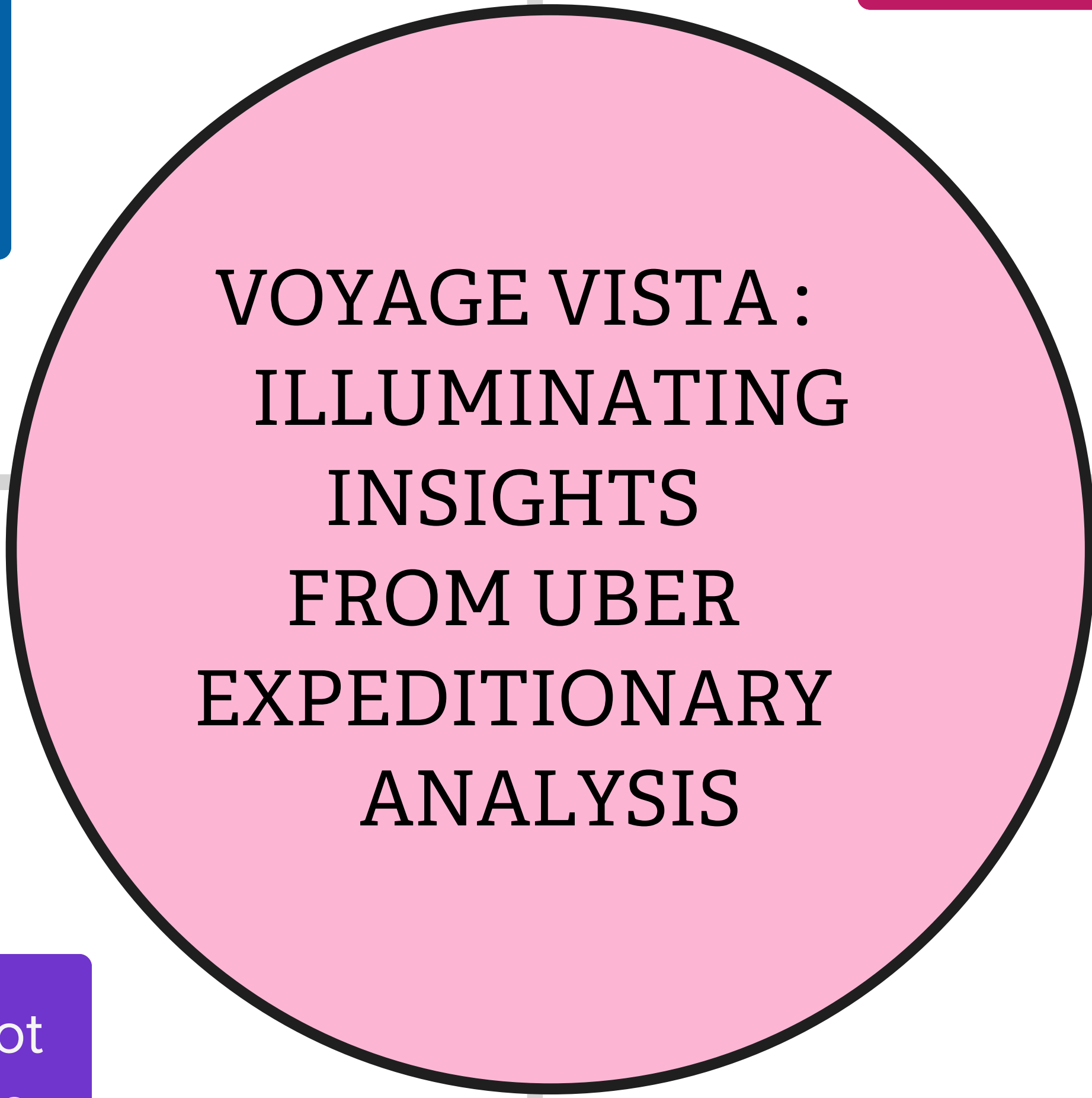
Thinks

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

I need an app
can display and
recommend me
attractive
tourisum plase.

I need a
tourisum
guide during
travelling.

I don't want a
unsufficient
appilication that
is showing too
much results.



values, cost
and time
efficiency
worth to visit

Doesn't trust
certain
tourisum guide
online without
verifications

Wants ease
and
convenice of
planning trip

Getting
different
experience

Expolre
new
places

Wasting
of money
and energy



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?

Translate the not
understandable
language.

Ask friends who
visited to that
places or asking
on a blog/social
media.

Looking for a
travel website for
easy access
without
downloading any
software.