



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 have  
question about  
the  
Accomodation

I 'M loking  
for good  
value for  
mony

I Need help  
with my  
itinerary

I want to  
book a Tour

I want  
memorable  
Travel  
Experience

I hope the  
Tour is well  
organized



Travelle  
Short summary of  
the persona

Read  
Review  
and rating

Excited to  
explore New  
Destionations

COmpares  
prices and  
itineraries

Browsers  
available  
tours

Eager to  
learn about  
different  
cultures

Anxious  
about Travel  
arrangement



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?