



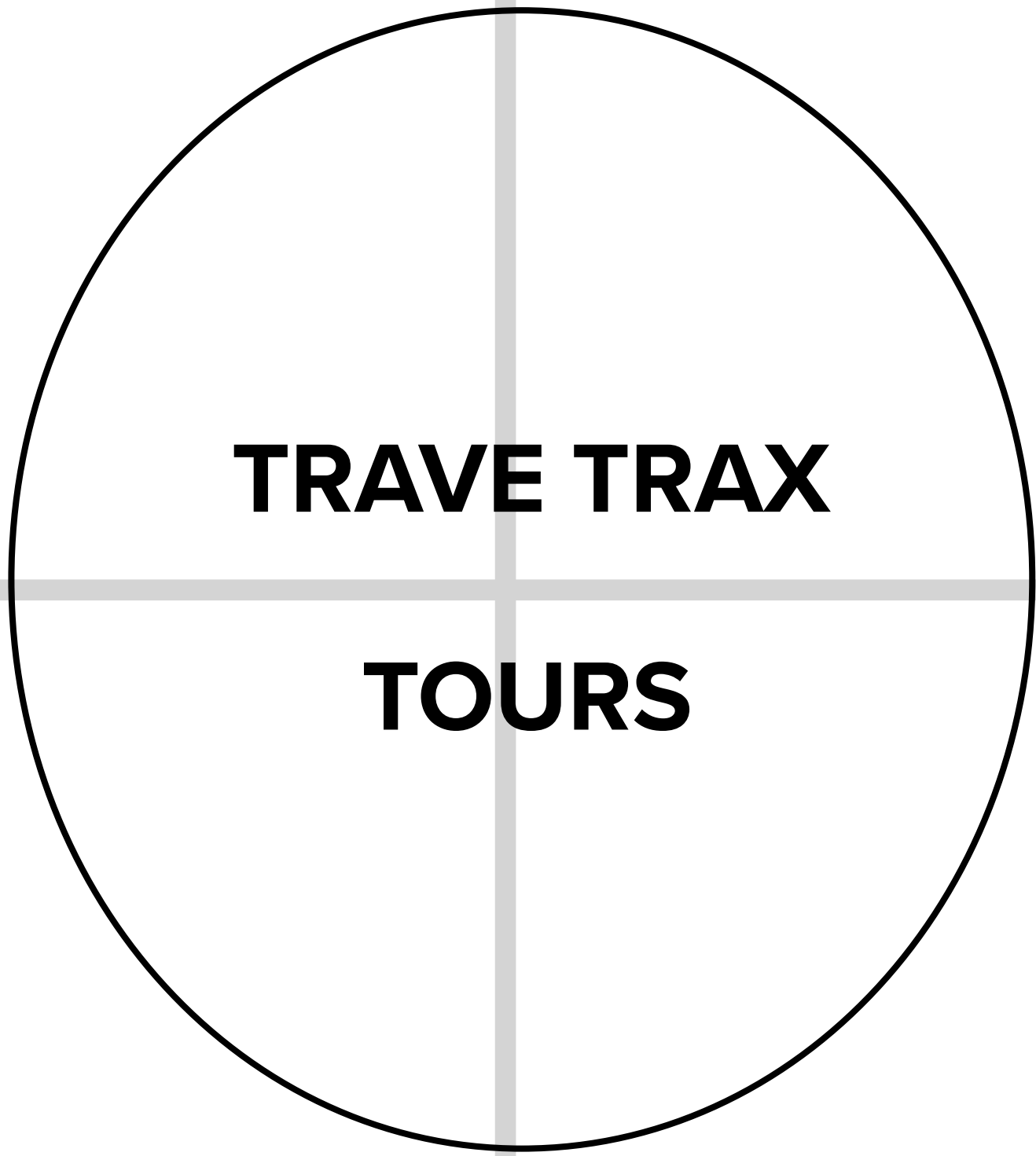
**Says**

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 a  
tourisms  
guide during  
traveling'

I want to  
promote  
business  
online

Values cost  
and time  
efficiency  
worth to vist

Would most  
likely rely on  
other traveller  
and feedback

I dont have a  
not of since  
to do a goes  
of research

I need an app  
can display and  
recomment me  
the attractive  
tourism place

Dosen't trust  
tourism guide  
online without  
verification

Wants ease  
and  
convence of  
planing a trip

Ask friends who  
visited to that  
plays or asking  
on a biog/social  
media

Searching  
feedback and  
comments or  
travellers from a  
lot of websites

'Headache'

Not  
understandable  
language

Looking for a  
travel websites  
or easy access  
without  
downloade any  
software

Transalate  
understanble  
language

Waste of  
time and  
energy

Can't get  
the accurate  
result



**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?