



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?

Tourism
guide

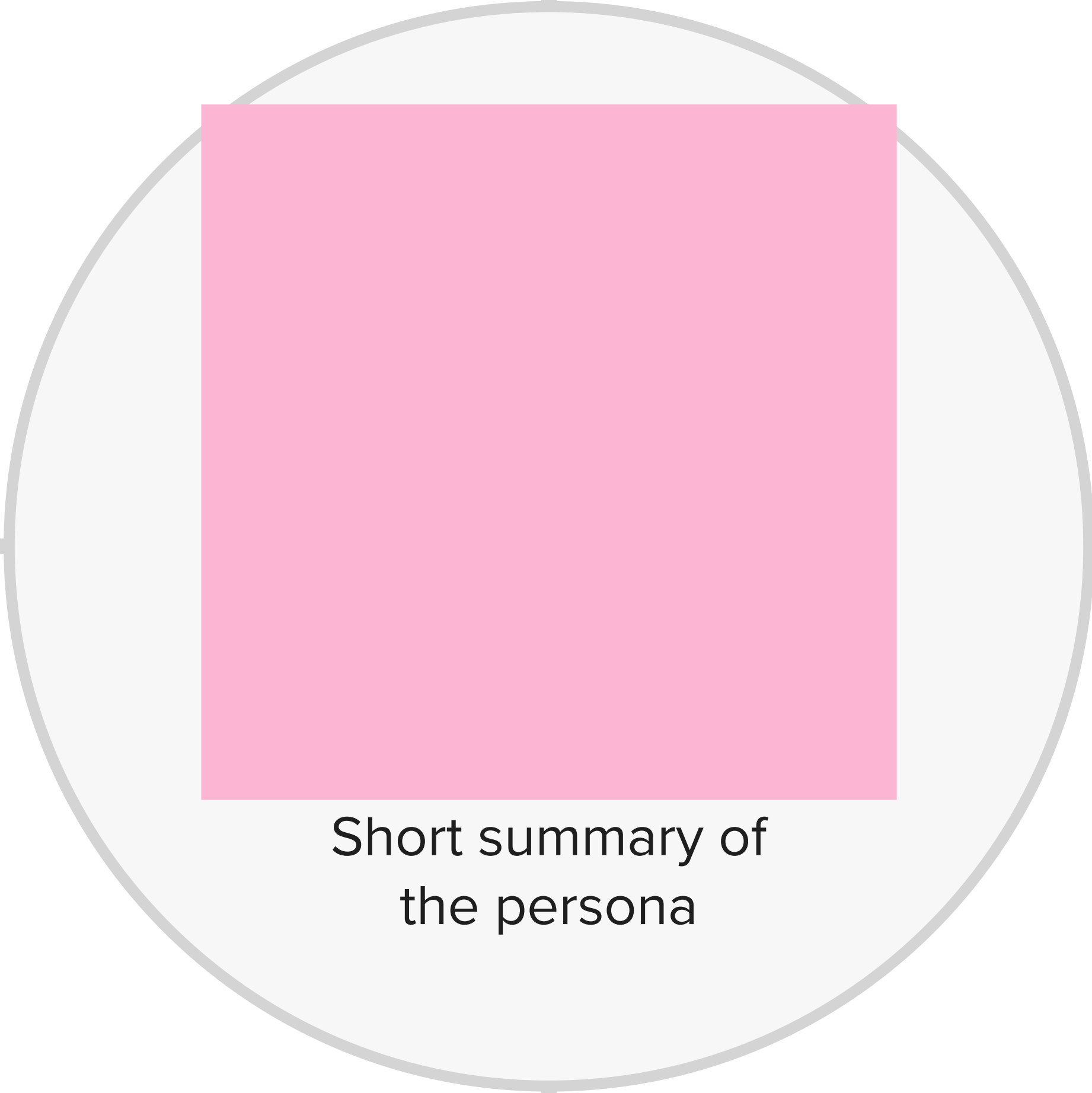
Value cost
and time
efficiency.

Promote
business
online.

Attractive
Tourism
places.

Traveller
reviews and
feedback.

Convenience
of Planning a
trip



Understandable
Language.

Not
Understandable
Language.

Travel
Website for
a Easy assts

Social Media

Headache

Very
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?