



### Says

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

I need to  
tourism guide  
during  
travelling

I want to  
pronounse  
business  
online

"I need our app  
display and  
recomment me  
the attractive  
tourism place"

" I don't want a  
unsufficient  
application that  
is showing too  
much resukts."

"I don't have  
is not of time  
to do is dose  
of research"



### Thinks

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

values costs  
and time  
efficiency,  
worth of visit

dose isn't trust  
certain tourism  
guide online  
without  
verification

would most  
likely rely on  
other traveller  
reviews and  
feedback

wants ease  
and  
converence of  
planning a trip

trave tour

translate the not  
understandable  
language

ask trends, who  
visited to that  
place, or asking  
on a blog/social  
media

searching  
feedbacks and  
comments of  
traveller from a  
lot of websists

looking for a  
travel websits for  
easy access  
without  
download any  
software

wanting of  
time and  
enargy

"headache"

cannot get  
the very  
accurate  
result

not  
understanble  
language



### 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?