



**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?

Good  
guidency



values & cost  
time  
efficiency  
worth of visit

online  
verification

APP  
(Application)  
for travelling  
agency

promote  
business  
online



easy and  
convenience

travel trax tours

Short summary of  
the persona

raw  
marerials

create  
website

language

loss of  
natural  
disaster

advertisement



rawmaterials  
(petrol, diesel  
& repair  
expenses)



**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?