Excitement and

anticipation

about their

upcoming

journeys

A desire for

hassle-free

travel planning

and expert

guidance

Concerns

about safety,

comfort, and

cultural

immersion

What other thoughts might influence their behavior?



Travelers
express their
desire for unique
and memorable
experiences

They may share their travel dreams and aspirations with friends and family

They inquire about tour itineraries, costs, and safety measures.

TravelTrax
S.Manikandan
S.Mugesh
Mussin ribath
T.Mukesh

Travelers express their desire for unique and memorable experiences

They may share their travel dreams and aspirations with friends and family.

They inquire about tour itineraries, costs, and safety measures

Worries about unexpected travel disruptions (e.g., flight delays).

Fear of missing out on authentic cultural experiences.

Frustration
with complex
travel
logistics and
bookings.

Does What be

What behavior have we observed? What can we imagine them doing?



See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

