



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?

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guide during
travelling

location for
tour

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profit

values cost
& time
sufficiency
worth to visit

worried
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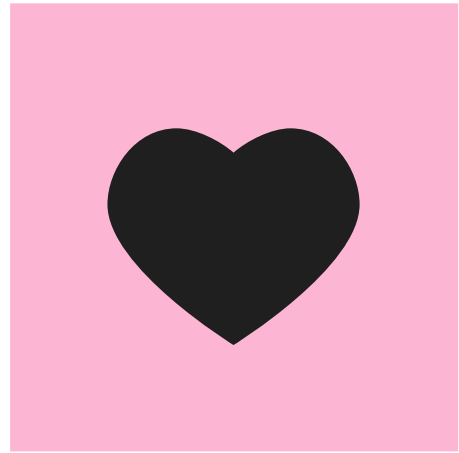
manage our
financial
statement

safety to feel



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?