



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?

occupancy
loading
,excise,gross,ad
valorem,goods
and services .

travel taxes
means sales
use, occupancy,
loading tourism.

the types of
transfer taxes,
duties,fees,public
.imposts,or
charges

july1,2023, a tax
collected at a
sources (tcs)of
20 per cent will
apply tour
packages

Travelling
expenses
are non
taxable

Travel on train
for business
purposes will
lead to
payment of gst

Nazeera banu

Persona’s name

Short summary of the persona

Europe with
a total cost
of
Rs.3,00,000.

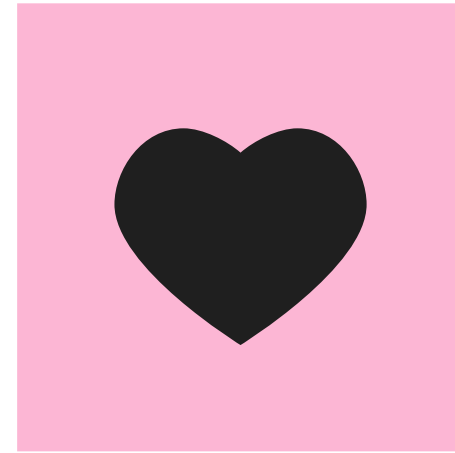
Collect a TCS
of 20%on the
tour package.

The maximum
tax exemptions is
set at INR 1600
per month or
INR 19200 per
month.



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?