



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?

"I need a tourism guide during travelling".

"I want to promote business airlines"

values cost and time efficiency ,worth to visit.

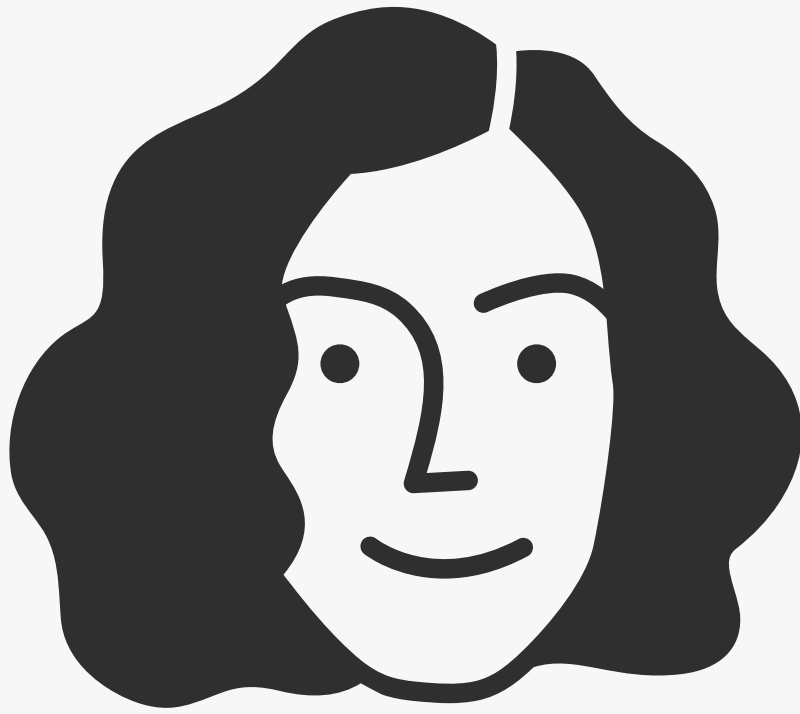
Doesn't trust certain tourism guide online without verification.

"I need an app acn display and recommend me the attractive tourism place".

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

Wants ease and convenience of planing a trip.

Would most skely rely on other traveller reviews and feedback.



TRAVELTRAX TOURS

Short summary of the persona

Translate the not understandable language.

Looking for a travel webside for easy access without download any software.

Wasting of time and energy.

Headache

Ask friends,who visited to that place are asking on a social media.

Searching feedback and comments of travellers from a lot of websites.

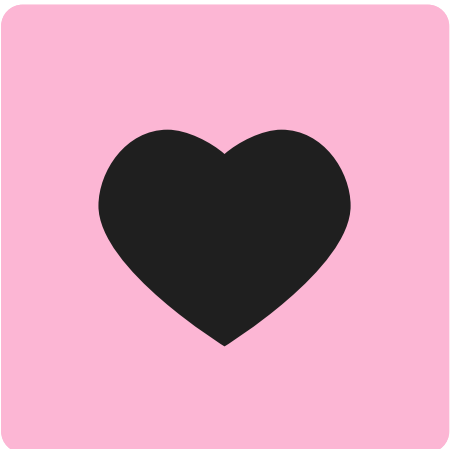
Cannot get the very accurate result.

Not understandable 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?