



Says

What have we heard them say?  
What can we imagine them saying?

traval tax  
tours  
webside and  
brouchers

happy  
travals  
exploring  
new places



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

excitement and  
antiicipation  
about theirn  
upcoming  
journys

a dfesire for  
hassle free  
traval planning  
and expert  
guidance

preparation in  
maintanece of zoho  
books for travel tax  
tours  
praveen kumar  
gopi krishnan  
naveen kumar  
ragul pandi

traval express  
their desire for  
and m emo  
rable  
expereance

they may  
bshere trravals  
touer freinds  
and family

a sence of  
adventure  
and  
exploration

ersing life long  
memories and  
connection  
made during  
trip



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?