



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?



TRAVELTRAX TOURS

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preparation and
maintaince of
zoho books for
travel trax tours

2: zoho
expenses allows
employees to
record milage
through gps

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Think:1: you can
record the distance
you travelled and
be billed by
mileage rate

2: zoho expenses
allows
employees to
record milage
through gps

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I have couple of
question related
to customize
zoho books for a
B2C travel
agency.

Travel and
expenses
as per your
budget.

service provider
of holiday tour
package cruise
ships your
package and tour
service

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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?