



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?

Centralizing  
client and  
vendor  
contacts

Vendor  
reservations  
and generating  
a number of  
reports and  
dashboards

Capturing  
lead, planning  
trip, sending  
quotes and  
invoices

Maintenance  
of discount  
to avail to  
customer

Service  
charges as  
a  
commission  
from client

Maintaining  
Customer  
account +  
payable of  
airline



Travel Trax  
Tours

Create  
Visa  
invoice to  
customer

Create Hotel  
invoice to  
customer and  
associate the  
corresponding  
tax

Create  
TKT  
invoice

Mode of  
transaction  
is secure  
and reliable

Making  
entry of  
day-to-day  
expenses  
easier

Run the Profit  
and Loss  
report based  
on Reporting  
Tags



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?