



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?

Check
Nature
Tour online

compare
price

Worder
How Much
it Could
Cost

May Be i
Can Some
Wildlife

Not Sure If i
Can Go
Without a
Guide

Ask Friends
who have
Done it
Before

Buy The
Proper

I love
Traveling
in Nature

Nature
Tours are
Usually
Overpriced



Travel trax Touris

Short summary of
the persona

Personallized
Ads About
Adventure
Tours

Ask Friends,
who visited to
That Place, or
Asking on a
social media

It's an
adventural

Not
understandabe
language

looking For a
Travel website
for easy access
Without
Download Any
software

Searching
feedbacks and
comments of
travellers from
as lot of website

Nature
Tours Are
usually
overpriced

It's
uncomfortable



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?