

Says

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

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



Thinks

NEED A
TOURISM
GUIDE DURING
TRAVELLING

VALUES COST AND TIME EFFICIENCY, WORTH TO VISIT

I WANT
PROMOTE
BUSINESS
ONLINE

I NEED APP CAN
DISPLAY AND
RECOMMENT ME
THE ATTRACTIVE
TOURISM PLACE

WOULD MOST LIKELY RELY ON OTHER TRAVELLER REVIEW AND FEEDBACK

WANTS EASY AND CONVENIENCE OF PLANNING A TRIP



5 ROHINI

TRANSLATE THE NOT UNDERSTANDABLE LANGUAGE

LNG FOR A TRAVEL
WEBSITE FOR
EASY ACESS
WITHOUT
DOWNLOAD ANY
SOFTWARE

ASK FRIENDS, WHO
VISITED TO THAT
PLACE OR ASKINH
ON A
SOCIALMEDIA

NOT UNDERSTANTANBLE LANGUAGE

WASTING OF TIME AND ENERGY

ANNOT GET THE ACCURATE RESULT



Does

What behavior have we observed? What can we imagine them doing?



Feels



