



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?

where
should i look
for

i want
something
awesome

what size
would best
suit me

what do you
think

what else
am i missing

shouldn't
this be
easier



travel trax tours

make small
decisions

visits the
website

inquire
friends

fear

excited

anxious



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?