



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?

Themed Tours

Sustainable Travel

Sustainable Travel

Local
Experiences

preparation &maintaince of zoho

books for travel tax tans

sanchitha

logeshwari

rithika.m
rukkumani

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?

[See an example](#)

