



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?



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Expense Reporting
Manual expense reporting is a thing of the past. Zoho Expense automates the process from receipts to reimbursement, eliminating manual errors and saving you countless hours. You can also
Empower users to AutoScan receipts to create expenses automatically.
Automate expense reporting and approvals.
Make reimbursements/settlements online.

Expectations

adventure seekers

relaxation

respect for nature

photography and documentation

social interaction

curiosity

cultural appreciation

flexibility

time management

Traveling along scenic tracks is a great way to explore beauty of nature

Treack tours allow you to immerse yourself in local culture and tradition

Traveling on traxs provides a sense of adventure and a break from the ordinary

scenic viewing

photography

socializing

exploration

dining

excitement

relaxation

curiosity

nostalgia

awe

connection

gratitude

wanderlust

safety

happiness

reading and relaxing

cultural immersion

learning

shopping

stargazing



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?