



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?

Explore more  
places around  
world.

Travelling may  
feel like an  
investment to  
money.

Activity of  
travelling to a  
place for  
pleasure.

A journey of a  
thousand miles  
begins with a  
single step.

Most  
cherished  
memories.

Countless  
irreplaceble  
learnings.

Greatest  
stories.

Environment,infrastructures,time  
cost.



Persona's name  
Short summary of  
the persona

Connected  
with social  
environment.

Individual  
factors for  
own.

Be spontaneos

Challenge  
yourself.

Trip-a-phobia  
(hodophobia) is the  
medical term for  
an extreme fear  
of travelling.

Being out of  
their home  
and families  
surroundings.

Excitement or  
even fear,but  
usually never  
boredom.

Travel allows  
us to trust  
ourselves.



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?