



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.

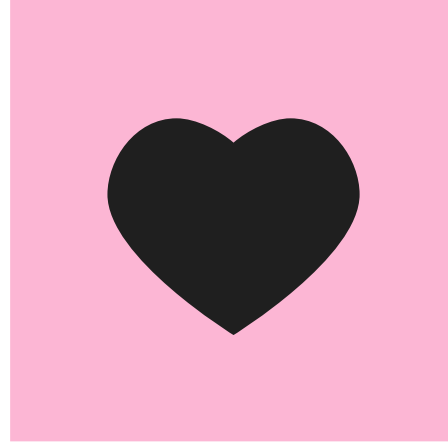
Excitement or
even fear,but
usually never
boredom.

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?