

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?



Travelers express
their desire for
unique and
memorable
experiences

Excitement and anticipation about their upcoming journeys.

They may share their travel dreams and aspirations with friends and family.

Concerns
about safety,
comfort, and
cultural
immersion.

Preparation and
Maintanence of ZOHO
books for traveltrax tours

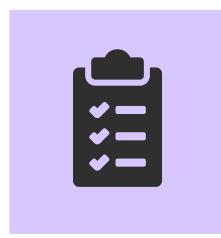
Arunpandian
Surya prakash
Gowtham
Subash

A sense of adventure and exploration.

Confidence in TravelTrax Tours' expertise.

A desire for hassle-free travel planning and expert guidance

Travelers
excitedly
discussing
their upcoming
trips



Does

What behavior have we observed? What can we imagine them doing?



See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

