



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?



Feels

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



Does

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

[See an example](#)

Preparation and
Maintanence of ZOHO
books for traveltrax tours

Arunpandian
Surya prakash
Gowtham
Subash

Travelers express
their desire for
unique and
memorable
experiences

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

Excitement and
anticipation
about their
upcoming
journeys.

Concerns
about safety,
comfort, and
cultural
immersion.

A desire for
hassle-free
travel planning
and expert
guidance

Travelers
excitedly
discussing
their upcoming
trips

A sense of
adventure
and
exploration.

Confidence
in TravelTrax
Tours'
expertise.