



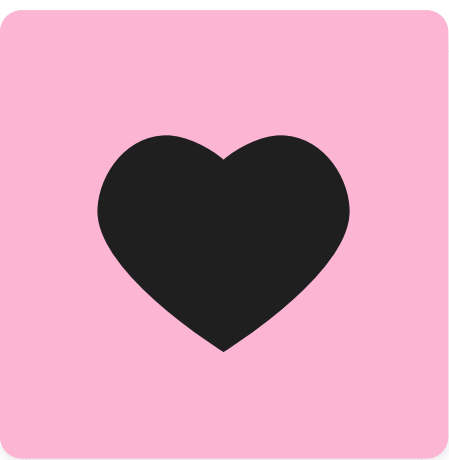
Says

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](#)

Prepartion &
maintance of zoho
books for travel trax
tours

R.Swetha

Maheshwari M
Suganya Devi
Sri Nivetha

Travelers express
their desire for
unique and
memorable
experiences

They inquire
about tour
itineraries,
costs, and
safety measures

TravelTrax
Tours
website and
brochures

Excitement and
anticipation
about their
upcoming
journeys

A desire for
hassle-free
travel planning
and expert
guidance

Concerns
about safety,
comfort, and
cultural
immersion