



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?

Travel Channel
is a place for consumers to
experience content that
gives them access to the
world, shared human
connections, and engaging
talent who celebrate the
surprising encounters that
happen around the corner
and the globe

Exploring is to travel
through the unknown to
learn or discover new
information. Discoveries in
geography,
medicine, space, flora and
fauna, that have change the
world for the better, are but
a few of the riches
exploration.

exploring worlds top youtube channel



Short summary of
the persona

Traveling is a never
ending adventure
that provides us
with endless
opportunities for
growth, learning,
and self discovery.

when you travel, you
leave behind the familiar
and take on a world of
new things. your
constantly learning
through travel, with new
culture, friend, foods and
languages.



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?