



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?

I don't want a
unsufficient
application that
is showing too
much results

I need a
tourisim
guide during
travelling

I need anapp
can display and
recommend me
the attractive
tourisim place

Doesn't trust
certain tourisim
guide one me
without
verification

wants ease
and
convergence
of planning

values cost
and time
efficiency
worth to visit

VOYAGE VISTA:
ILLUMINATING
INSIGHTS FROM
UBER
EXPEDITIONARY
ANALYSIS

looking for a
travel website
for easy access
without
download any
software

searching
feedbacks
and comments
of travellers from
a lot website

translate the
not
understandable

not
understandable
language

cannot get
the very
accurate
result

wanting of
time and
energy



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?