



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?



IS IT  
TRUST  
WORTHY

IT COMES  
UNDER  
BUDGET

CAN WE  
SPEND  
MONEY

WHICH  
COUNTRY  
CAN WE  
VISIT

CAN WE  
TAKE OUR  
FRIENDS  
OR FAMILY

SHOULD  
WE HAVE A  
GUIDE OR  
SOMEONE

INTERACTS  
WITH NEW  
PEOPLE

ENJOYS  
THE  
TOURIST  
PLACES

LEARNS NEW  
CULTURE OR  
LANGUAGE

SHOULD  
HAVE  
SPEND  
MORE TIME

CAN GO  
FOR  
ANOTHER  
VACATION

GIVES  
SOME  
POSITIVE  
VIBES



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?