



**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?

*Themed Tours*

Sustainable Travel

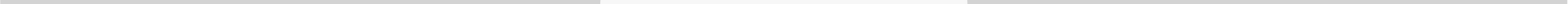
Local  
Experiences

Sustainable Travel

preparation &maintaince of zoho

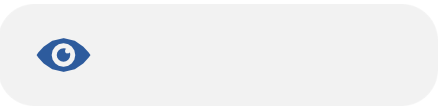
books for travel tax tours

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**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?



[See an example](#)