



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?

connect
the airline
through
world wide

it covers
the route
details

technicaln
features
are
important

Lots of
process.

So costly.

Board on
Time.



YOGESH WARAN

travel trax tours

shortest
Duration to
travel.

Time
saving
compare to
other

Fastest
way to
Trave.

Comfort

Good
jorney

Experience
and lots of
learning.



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