



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 want to explore new and exciting and destinations."

"I need help planning my trips efficiently."

"I hope this tour provides a hassle-free and enjoyable travel experience."

"I'm excited to meet new people and make friends during the tour."

"I want to make the most of my vacation time budget."

"I'm looking for unique and culturally enriching experiences."

"I wonder if the tour itinerary covers all the must-see attractions."

"I want to learn about the history and culture of the places I visit."



TRAVEL TRAX TOURS  
create the empathy map

Researches travel destinations and tour options online.

Books tours and accommodations.

Excitement about exploring new destinations and cultures.

A sense of relaxation and enjoyment during the trip.

Packs and prepares for the trip.

Captures and shares travel experiences on social media.

Anticipation and curiosity about the upcoming tour.

A desire for memorable and enriching experiences.



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?