

Says

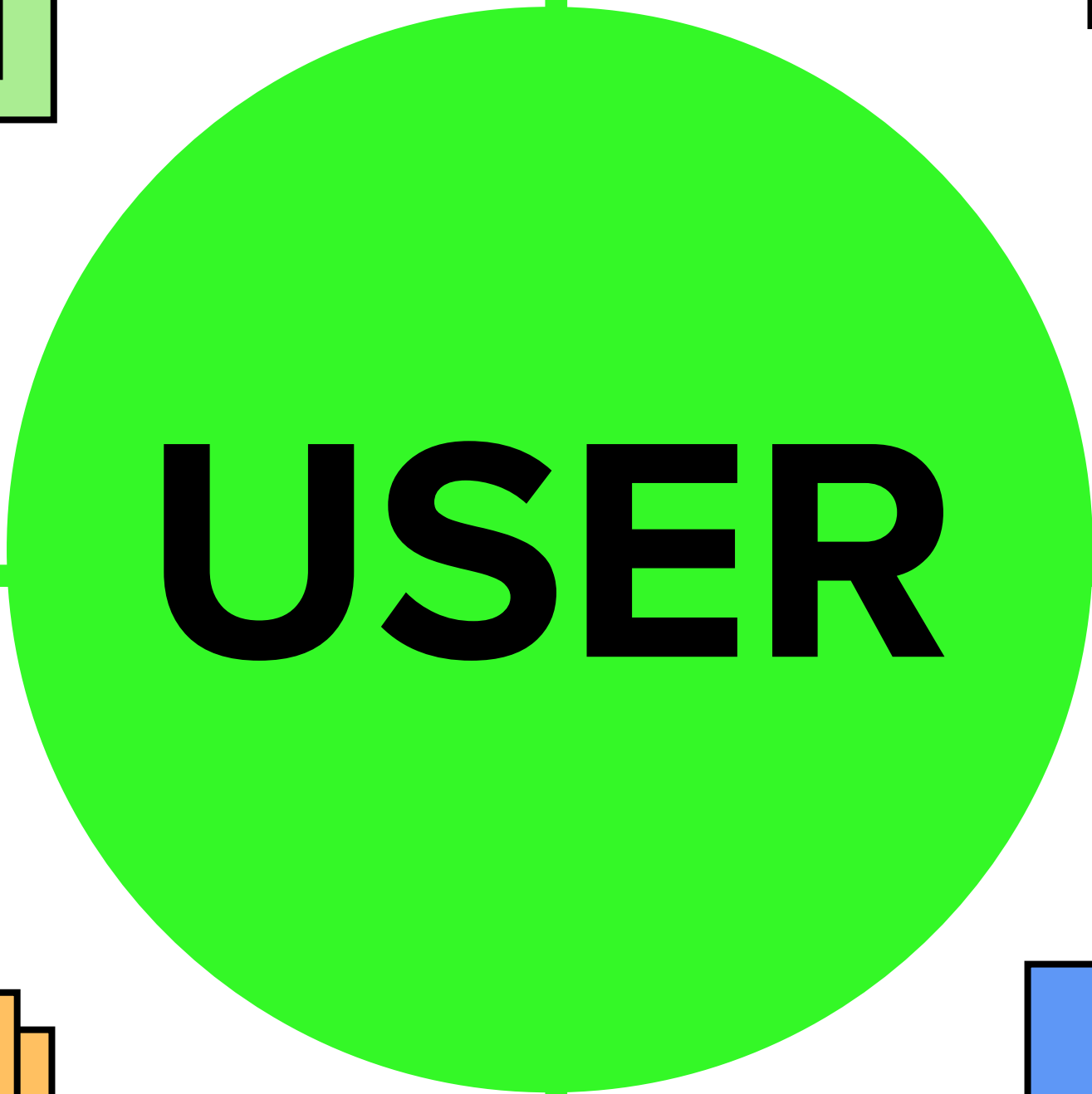
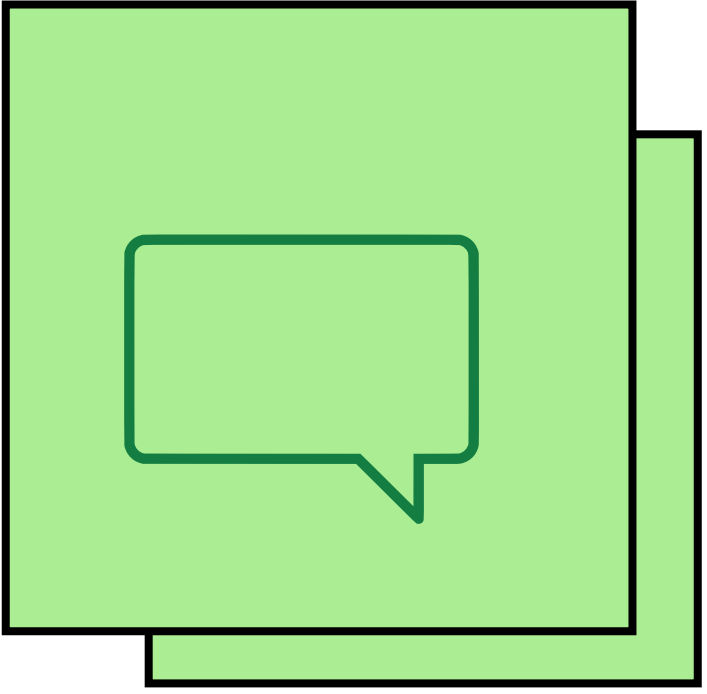
What have we heard them say?
What can we imagine them saying?

No one likes flight delays. They are a huge inconvenience and can be downright annoying.

It can be due to weather, malfunctions or strikes,tive aspect of traveling

user make alternative arrangement

The best thing to do when a delay occurs is to stay cam and know how to deal with the situation.



could be better if the software is easy

Reduce the negative impacts of delays.

Will this system accurately predict flight delays to have a better plan their schedulers.

Thinks

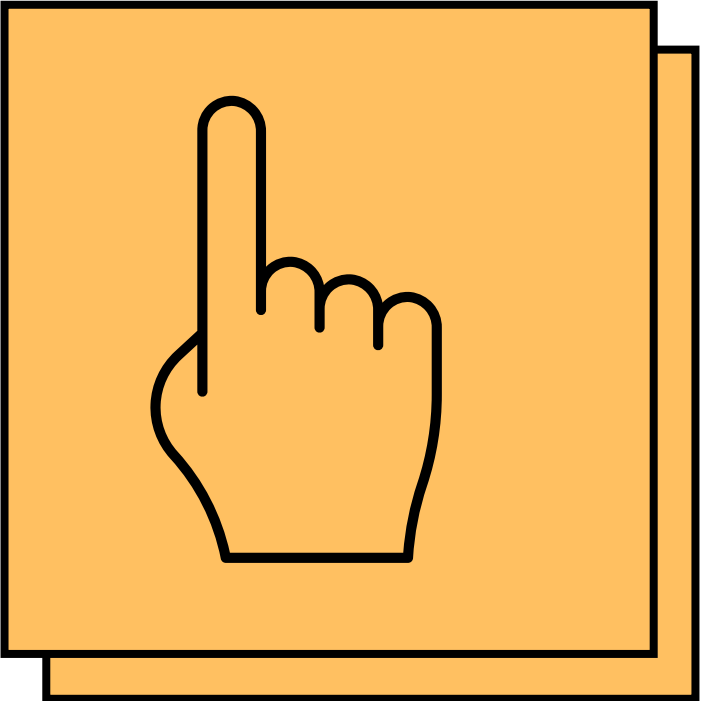
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Maintaining the system, users may see it as a valuable investment.

compares other airline

Users may also consider the cost-effectiveness of the system.

If the benefits of using the system, such as reduced delays and improved efficiency, outweigh the costs of implementing.



The long awaited vacation becomes a distant memory.

customer may be frustraed

Absolutely unacceptable, how dare this airline inconvenience you so selfishly.

It is the worst day of your life.

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?