

## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

## **Thinks** Says What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? Everyone knows that any airplane crash produces an abundances of You will usually dream of trying to catch a plane when you are making changes to your aspirations.. You want to be upper class, you want to be first class, but when Most accidents occurs during takeoff, climb', descent, and landing phase Currently, aircraft can experience when you are in with more than 30 flght they are dry passenger seats were all designed and certified under the strictest In some cases, non removal of a labeled part have caused airplane crashes Overhead storage bins may not be able to hold very heavy objects during turbulence when flying is often linked to the worry

## 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?

