



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?

travelers might feel excitement about their destination or anxiety about flying

travelers mention that air travel connects the world but it can be unpredictable and involves complex logistics

passengers might ask airport staff for directions or assistance

capture the thoughts and internal dialogue of the traveler.

passengers consider flight prices, schedules, layovers, and the overall convenience of air travel

what thoughts go through the travelers mind before, during, and after their journey

checks boarding passes and IDs.

coordinates with security personnel.

assists passengers with directions and informations.

responsible for maintaining airport functionality.

helpful when assisting passengers

proud when the airport operates efficiently.



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?