



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

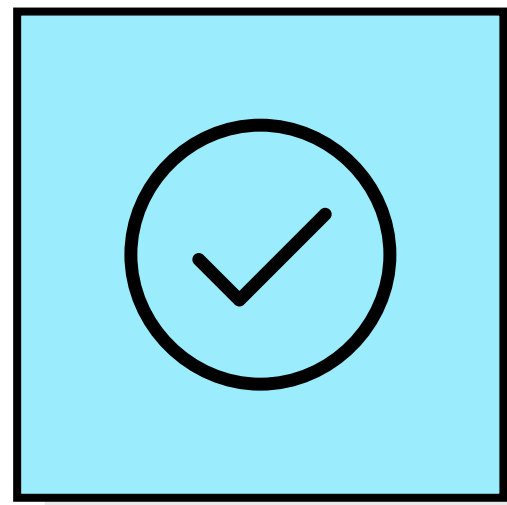
Co-passengers worries

Possible reasons for the delay

Other people's alternate plans

Approximate time of delay

Dissatisfactory remarks about the airlines



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

take a nap at sleeping pods

call their colleagues and discuss about the rescheduling of business meeting

Eat at restaurants

call their family / loved ones and inform about the delay and tell them not be worried

Check if there are anything in the news about the delay

Hoping for the flight not to be canceled

When will the flight arrive?

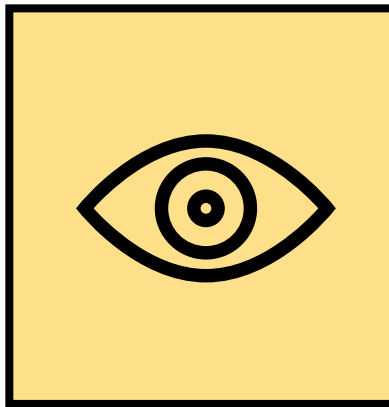
Are there any alternate flights?

Come to the airport later

What do they SAY?
What have we heard them say?
What can we imagine them saying?



What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



Nearby places of attraction

Newspapers, magazines, readables

entertaining themselves with phone

Phone/Series Books

Bored

How can i spend my time now?

If I had known earlier, I would have planned accordingly

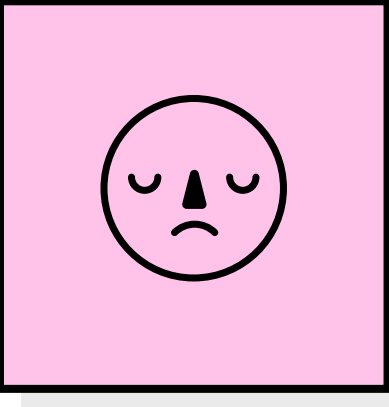
worried if my flight might get cancelled

are there any chances for the flight to get delayed even further?

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

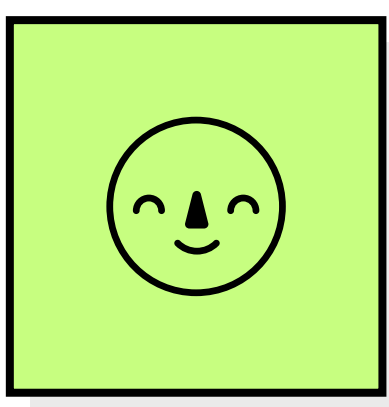


Sudden plan changes

Missing the lay over flight

Not getting refund

Unplanned expenses for accomodation



GAINS

What are their wants, needs, hopes, and dreams?

Refund for cancellations

Hotel/other staying accomodations

Airline Compensation

Feeling that he/she did something productive during the delay.

