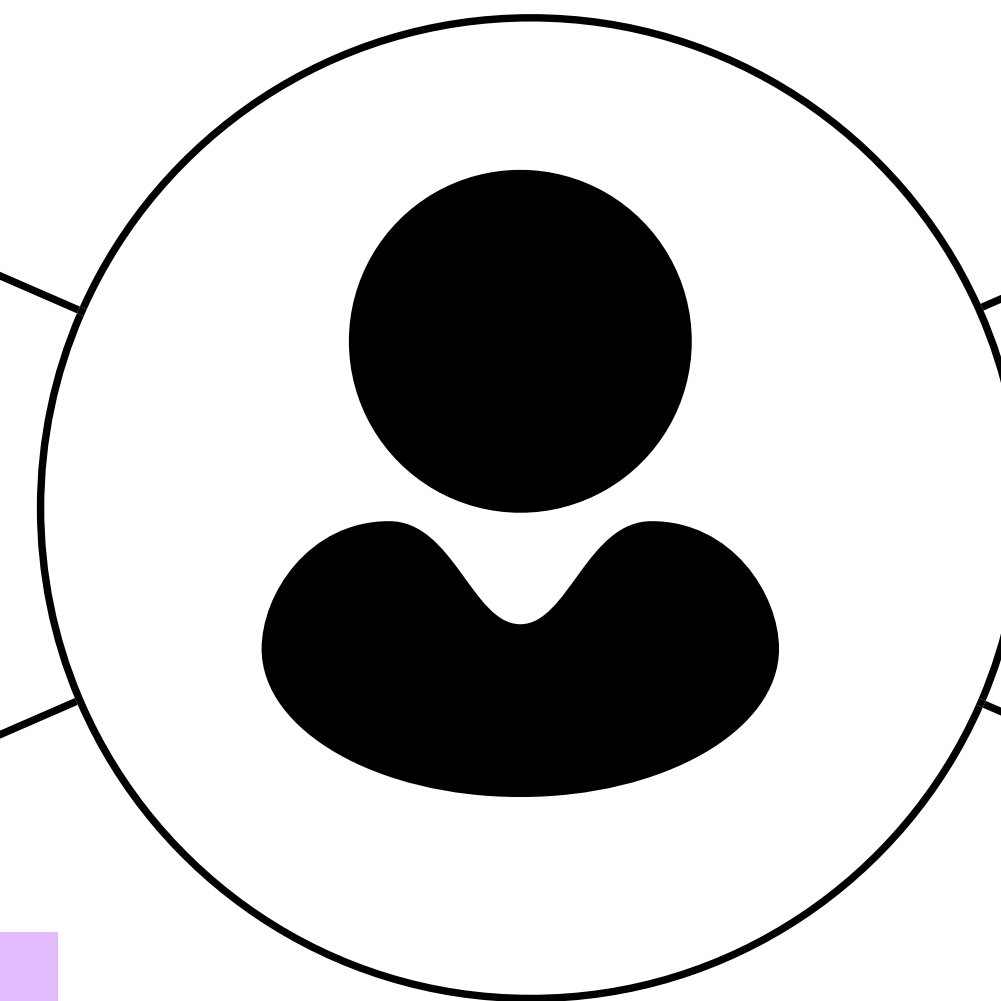


## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



## What do they SEE?

environment  
friends  
what the market offers

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## PAIN

fears  
frustrations  
obstacles

Loss incurred  
for the airlines due  
to delay

Latest  
updates on  
the  
Departure of  
Flight

## GAIN

"wants" / needs  
measures of success  
obstacles

Get to make  
new  
friends during  
Waiting hours

How long it  
would take

Frustrated  
with the  
situation

Will I reach  
on time?

Bad service  
by the  
airline

What if there  
is some  
more delay?

Should have  
opted for  
other airlines

Being at  
same place  
for long  
time

Passengers  
Feel  
Exhausted  
and bored

Will I get a  
refund on  
my ticket?

Look at the  
ambience  
around

Apologize by  
the airlines  
authorities for  
the  
inconvenience

Announcements  
regarding  
Updates

Change in  
weather

Other airline  
passengers  
boarding

Flight has a  
technical  
glitch

Discuss with  
other  
passengers

Inform to  
family or  
friends  
regarding  
situation

Enquire for  
further  
updates

Do some  
work on  
phone

Flight crew  
and other  
authorities

Agitated and  
complain to the  
authorities  
concerned

Stroll around  
and explore  
nearby stores  
in airport

Unable to  
attend  
important  
gatherings on  
time

Long  
Waiting  
Hours

Difficult for  
Old people  
and Children

Family and  
Friends get  
Worried

Arrange for  
another  
Flight

Refreshments and  
Accommodation  
provided by airline  
service

Prior  
information  
regarding  
the delay