

GOAL

1 WHO are we empathizing with?

Travelers who are annoyed by the delay of flights and struggle to follow their plan.

2 What do they need to DO?

If delay , they need to adjust their plan such that the damage is minimized.
They need to check possible delays that could occur before booking the flight

3 What do they SEE?

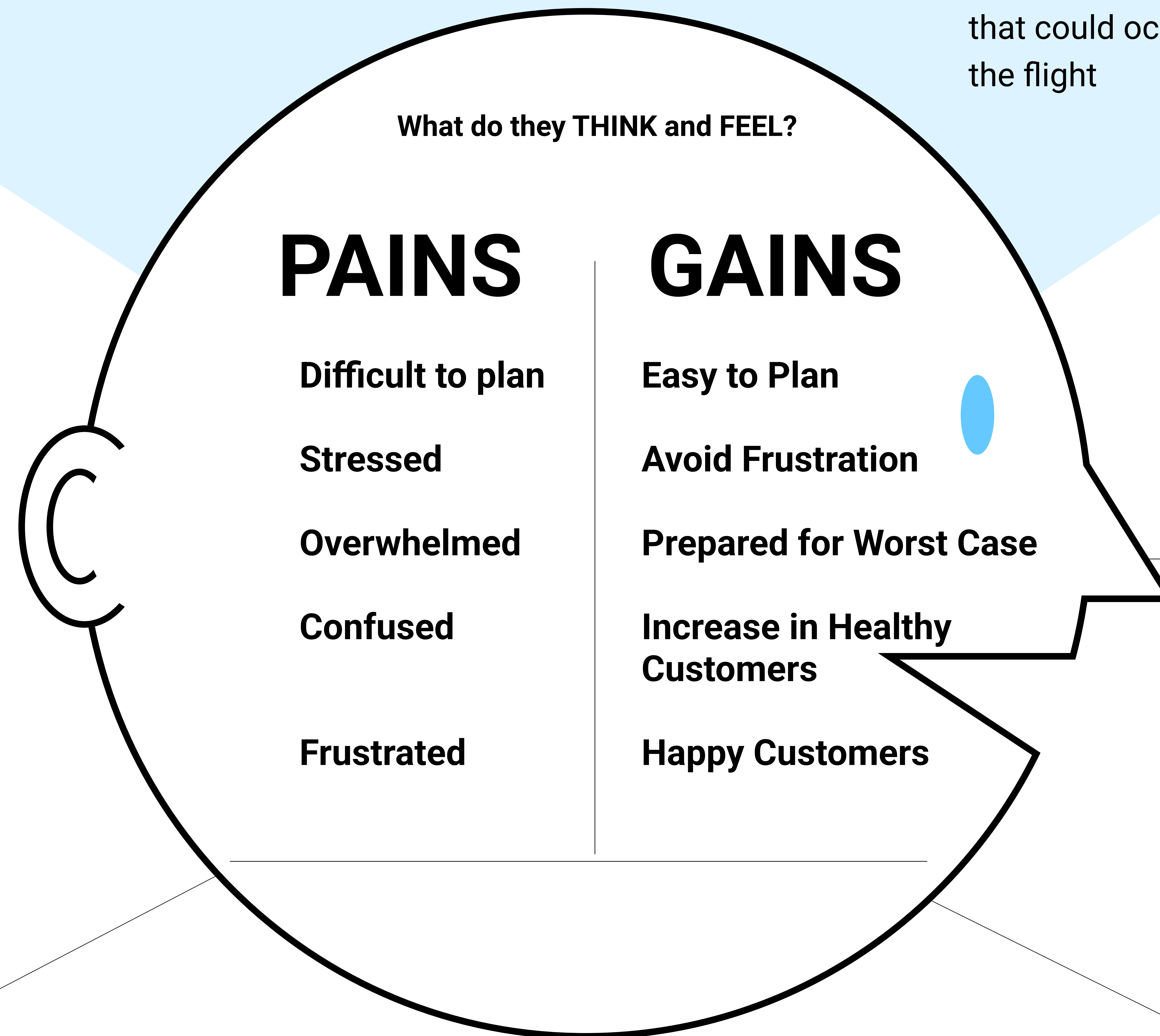
They see people getting flustered ,panicking and are confused on what do they have to do.

4 What do they SAY?

They complain about the flight's delay and get angry on the staffs in the airline

6 What do they HEAR?

They hear uncertain information from people around them and get flustered.
In case of meeting, they get rushed by people on the other end to meet their needs.



5 What do they DO?

They check the flight's arrival information.
They call airline customer service and inquire on the flight's delay.
They also get flustered as their plan may be affected.