



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Risk of delay
- Flight tickets may get cancelled
- Refund process will be hectic

- Change in mind of people to convert the mode of transport
- Waiting hours may differ due to delay

What do they HEAR?

what friends say
what boss say
what influencers say

- Can I believe in tracking data?
- My friend created an awareness of this site
- Is it secure to share my personal information here?
- Am I eligible to use this website?

What do they SEE?

environment
friends
what the market offers

- Security has to be enhanced
- Digital ads prompted me to enroll this site
- Love interacting with directly specific organizaion crew
- Flight delay awareness

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- I tracked and it was accurate
- Time consuming
- People may get irritated

- Aware of flight details
- Accuracy of arrival in departure

PAIN

fears
frustrations
obstacles

- Passenger Inconvenience
- Risking of collision between two planes
- Waiting hours will be more
- No cmmunication between cabin crew and passenger

GAIN

"wants" / needs
measures of success
obstacles

- To prevent collision
- Reliability
- Communication between cabin crew and passengers
- Security and Safety