



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?



We provide safe and efficient air transportation services to people all over the world.

Wants a safe and comfortable journey, values punctuality and reliability.

We have a dedicated team of pilots, cabin crew, and ground staff who work together to ensure a seamless travel experience.

Our network connects major cities and remote destinations, allowing people to travel easily and quickly.

Aims to maximize profit, wants to provide a positive travel experience to gain customer loyalty.

Focuses on efficient passenger flow and infrastructure management.

Ensures that flights depart and arrive on time, minimizing delays and disruptions. Provides exceptional customer service, including assistance with baggage handling and in-flight needs.

Continuously monitors and maintains the safety and security of flights. Collaborates with other airlines and partners to offer connectivity to a wide range of destinations.

Anxious about flying, excited about the destination, frustrated with delays or cancellations.

Offers convenient online booking and check-in options to enhance the customer experience. Invests in modern aircraft and technology to improve efficiency and reduce environmental impact.

Stressed about maintaining schedules, concerned about safety and security.

Responsible for the smooth operations of the airport, concerned about meeting regulatory standards.



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?