



Says

What have we heard them say?
What can we imagine them saying?

- "I find it frustrating when flights are delayed."
- "I appreciate when airlines provide real-time updates on flight status."
- "I worry about the environmental impact of air travel."



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

- "I hope I make it to my connecting flight on time."
- "I wonder if the airline will lose my luggage."
- "I'm concerned about safety and security."



- "I check my flight status frequently on the airline's app."
- "I try to pack efficiently to avoid checked baggage fees."
- "I complain to airline staff when there are issues with my flight."

- "I feel anxious when my flight is delayed."
- "I'm relieved when I arrive at my destination safely."
- "I'm frustrated when I can't find a parking spot at the airport."



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?