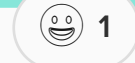




Says

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

I WANT TO
KNOW MORE
OPTIONS
ONSINGLE
SCREEN



WHAT ARE
THE MOST
PREFERRED
SITES

WHAT ARE THE
MOSTPREFERRED
PLACES

I WANT QUICK
AND EASY
STEPS FOR
VERIFICATION



TICKETER

FLIGHT TICKET
BOOKING

Thinks

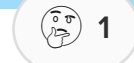
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



WHY IS THIS
SO TIME
CONSUMING

I THINK IAM
NOT
FOLLOWING
HE CORRECT
STEPS

WOULD I WORK
FOR LONG
DISTANCE
FLIGHTS AS
WELL



UNCERTAIN AND
ANXIOUS
OVERWHELMED
WITH
INFORMATION

EDGY
UNABLE TO
TRUST

WHETHER
PEOPLE
WILL TRY
OUR OPTI

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

MORE
RESEARCH

OMPARES
PRICES AND
DISCOUNTS



[See an example](#)