



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?



GOBAL AIR TRANSPORTATION



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?

"I always check the calendar for the cheapest flights"

"I always start on google flights to see what my options are."

"Skyscanner is my favorite"

"I wish airline website had price comparisons, although its not really practical."

"I love booking flights because it means I'm going somewhere"

I don't have time for this

I'm eager to get this done so my trip is solidfied.

This is super annoying.

I just want to pick a flight already.

I need to make sure I'm getting a good deal on this.

Sorts by date and flight times.

Shops around to compare prices.

Will stop searching and choose a good enough price to be done with it.

Ueses Kayak (Begrudgingly) because hipmunk shut down.

Checks google flights and cross checks that with kayak, expedia, etc.

Impatient: The process takes a lot of time and effort.

Unsatisfied: Nothing marches her exact needs.

Bored: Does not enjoy scouring the internet for best deals.

Eager: Enjoys getting ready to go on a trip.

Frustrated: The options are never perfect.