



Says

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

They said they are unsatisfied that they cannot find the whole package for a vacation in the same place within their budget .And they also that they usually pay a high commission when going to the classic travel agency and usually they area given limited options.

They also hear friends using classic travel agencies to creating their vacation by their own with their searches.

They see others usually using classic platforms such as Booking, Expedia, Tripadvisor etc.



Thinks

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

HOPE: They hope to have an application which could find the best vacation package within their budget.

WANTS:To be able to find the best flight and accommodation within the same place and on their established budget.

NEEDS:To spend limited amount of time;to have nice experience and not a complicated one on the website.



AIR
TRANSPORTATION

This global air transportation network dataset is a comprehensive collection of information on airports, airlines and their uses.

The solution for airlines would be to shift to other models - a finance lease or the outright purchase of an aircraft.

FEARS: Not having enough options; of having to many options; wasting time & money; complicated websites.

FUSTRATIONS: Not being able to find an app which could have the best vacation package on the budget they have to many application on the market expensive time consuming.

Aviation provides the only rapid worldwide transportation network, which makes it essential for global business.

It generates economic growth.



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?