



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?

Smooth and
hassle-free
Travel
experience

Luggage
arrives
saftey and
on time.

Will get best
deals.

Meals on
long flights.

Clear
communication
about flight
delays and
changes.

Consider
the safety
records.



Global Air Transportation Network

Balaji.J
Prem Kumar.M
Arshath.F
Karthikeyan.T

Comfortable
Routes.

By hidden
fees and
charges.

Check for
baggage
fees.

The flight
lands safety.

Comparing
prices.

Lack of
communication
during flight
delays.



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?