



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?



J. John Stanley Robinson

Airlines sholud be run in affordable price

The employees should be go friendly with the passengers

Travelling in airlines gives a best experience

The passengers expecting safe journey

Foods must be given in a fair price

Everyone should be treat equal

Check which is the best airline to travel in website

They need airline should be neat and tidy

online booking must get easier

Passengers biggest fear is hijacking of flights

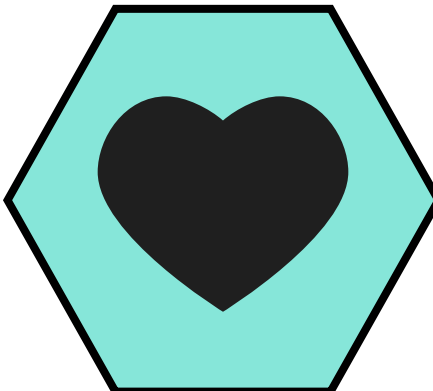
Tickets cancelations due to technical issues wants to rectified

Malfunction of aircrafts need to be reduced



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?

[See an example](#)