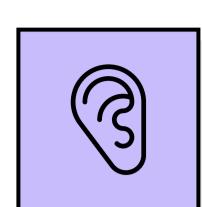


WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?



What do they H

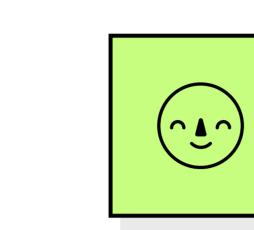
travelers askng Leaden in the security line



What do they THINK and FEEL?

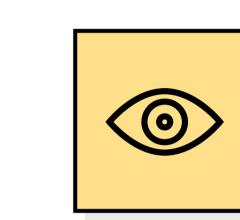
PAINS

first time or infrequent travelers who hold up security lines



GAINS

flying allows him to see loved ones despite a busy work schedule



What do they SEE?

group texts with his friends and family about travels

What do they need to DO?

What do they need to do differently?

What decision(s) do they need to make?

How will we know they were successful?

What job(s) do they want or need to get done?

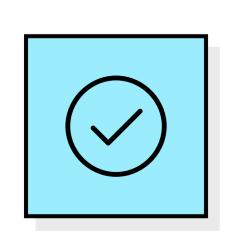


What do they SAY?

a flight delay is when an airline flight takes off and lands later than its scheduled time



What other thoughts and feelings might influence their behavior?



What do they DO?

friends and family













