



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?

Book
cheap
domestic
flight

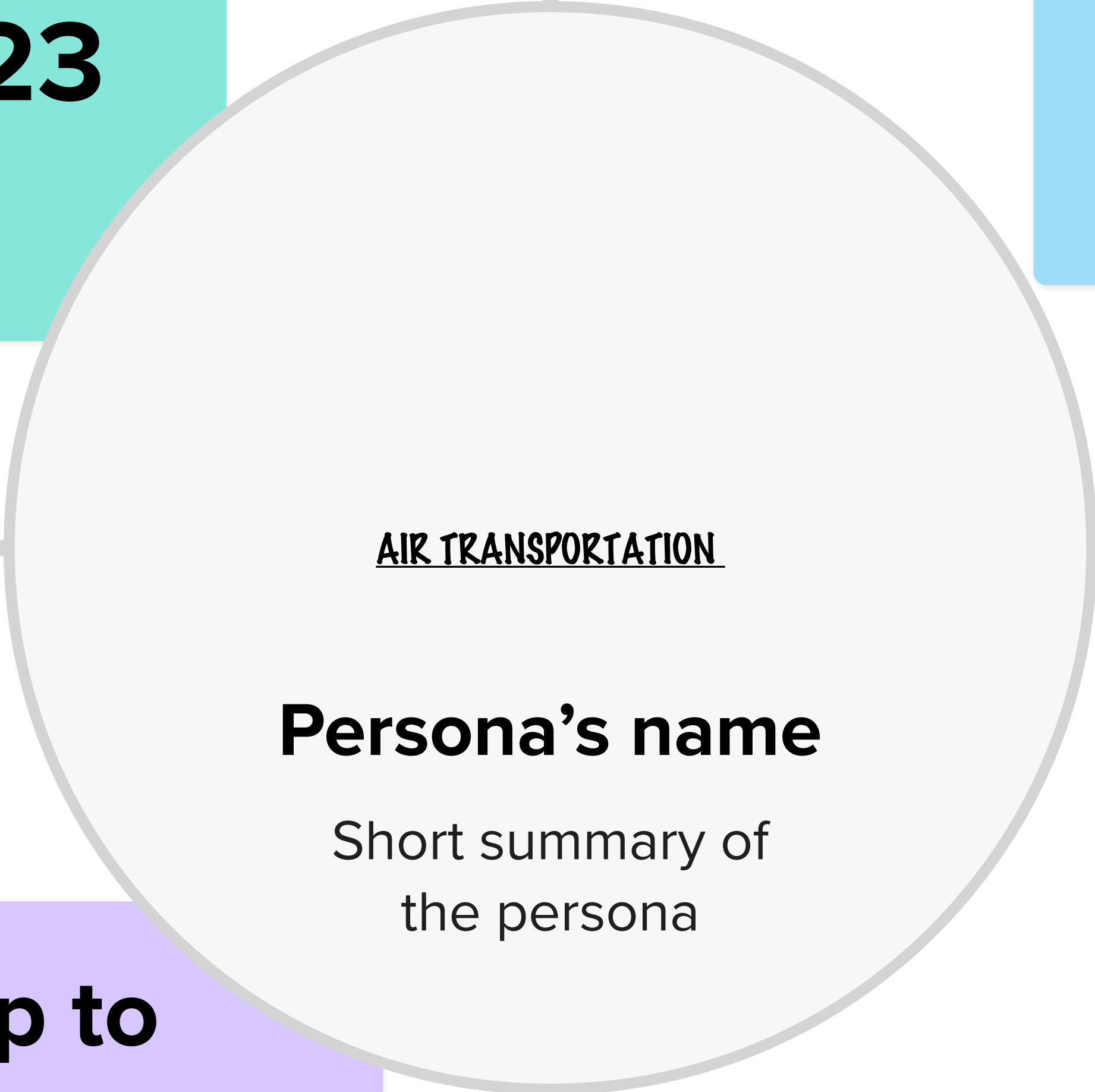
Indigo
lowest
airfares

57.5%
domastic
market share
in april 2023

Air
transport
is easy to
travel

Air
transport
is save
time

Indigo is
affordable
to travel



Air
transport is
an marvel
engering

it help to
make a
global
organization

It help as to
make our
journey
happly



Helps humans
to make a
perfect
journey

it help in
business field
and other
vacations

It help as to
go abroad
to reach
quckly



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?