



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

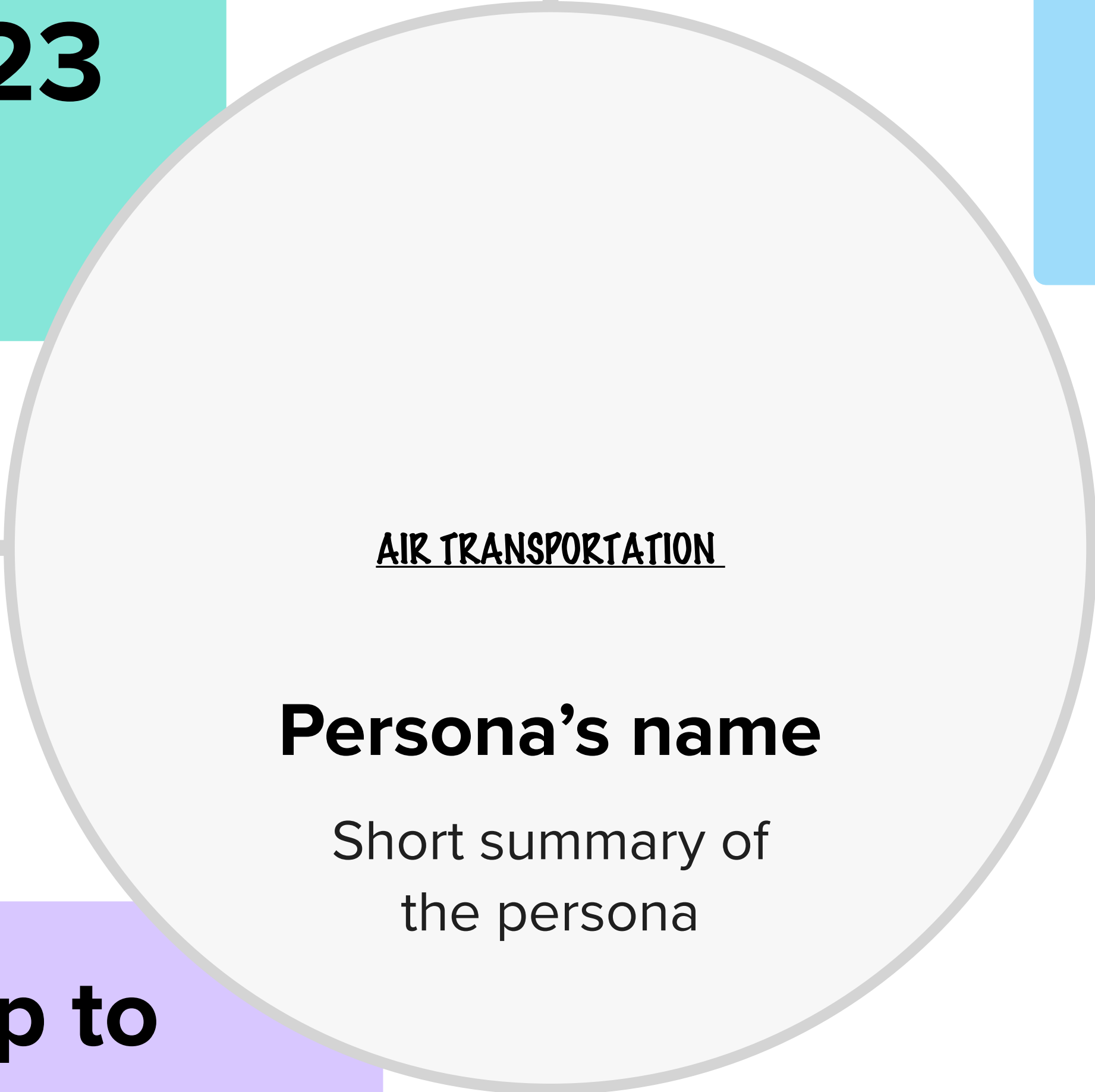
Indigo lowest airfares

57.5% domestic 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?