Name:

Job title:

Quote:
(Gives us a snapshot of that person and what they care about)

What are the "a-ha"'s?
What did you learn that was unexpected or eye opening?
What and who was involved?

Challenges and frustrations
What obstacles came up during their airline experience?
What were the major pain points or complaints?

Main goals
What did they want to achieve? How did they want to feel?

Why we do this
Synthesizing stories helps us identify patterns around common behaviors, goals and concerns. These patterns help us identify opportunity areas and envision an ideal experience.

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