



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we imagine them saying?

Inadequate
Maintenance
of the Flights

Pilot errors is
the number
one cause of
Flight
crashes

Design and
manufacturer
defects

Inclement
weather

Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

The journey
be free from
strees

Bon voyage
and get
there safe

Safe
travels

Enjoy their
travels



Wear their
seat belt at
the traveling
time

Take a
Flying
lesson

Study
about plane
crash
history

Learn about
built-in
safety
Features

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?

Fear of
heights

Raising of
heartbeat

May experience
a brief
sensation of
weightlessness

Panic
attacks on
Flying