



**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?



Travel  
apps,blogs,booking  
sites all open on  
their phone and  
browser

Listening for  
flight updates on  
their departure  
airport.

First they look  
for a safe  
journey and  
amenities.

Worried  
because of  
unforeseen  
circumstances.

Searching for  
good flight deals  
and researching  
airport terminal  
plane amenities.

Looking up  
directions to get the  
final destination  
from the arrival  
airport.

Annoyance  
because of  
additional  
costs.

Nervous about  
transporting  
documents,gadgets  
and pets.



Frequent  
traveller usually  
knows what to  
expect when  
flying.

Their access to  
more information  
about travelling in  
airplane.

Looking  
forward to life  
in new place.

Flying for the  
first time feels  
pretty  
incredible.

Meals should be  
increasing in the  
sense that they  
want something  
local and authentic.

Airport charging  
stations to  
change their  
devices before  
boarding.

They have a  
new experience  
in flying.

The passenger  
feels excitement  
or even fear but  
usually never  
boredom.



**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?

