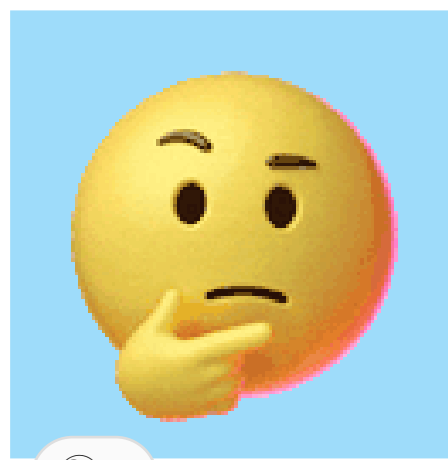




Says

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



Thinks

What are their wants and needs?
What do they think about us?

"Want to save time"

"I want to travel without any trouble."

"Elderly people expect the comfort they need."

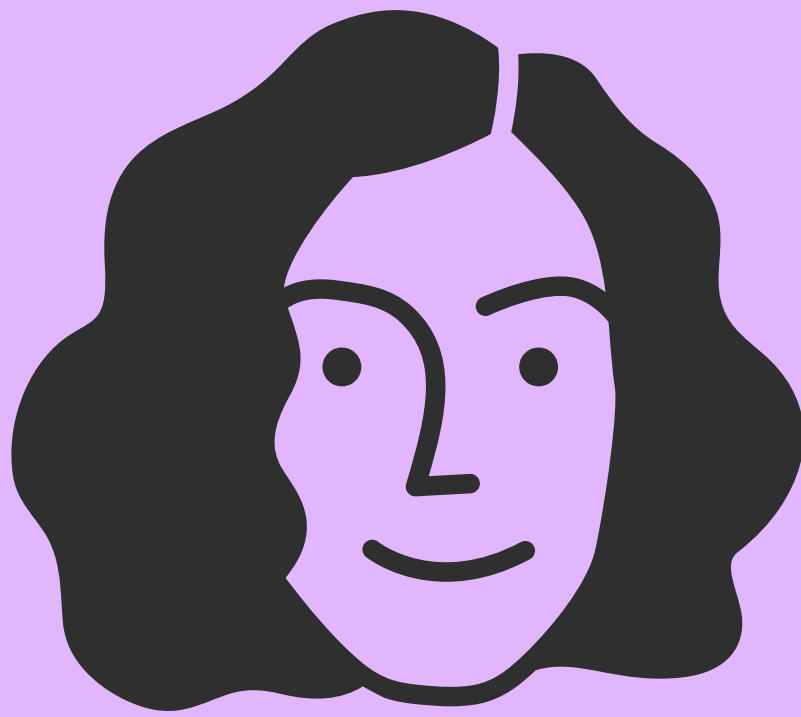
"I want experience the new benefits."

It should be a fulfilling journey.

The flight ticket price should be satisfactory.

Thinking of going to the right time.

The travel should be satisfied.



CLARA

To spend summer vacation

Searching for online bookings.

Viewing comments i the review section.

Asking others who know about it.

Seeing if it is conformity with my schedule.

Will it to be okay by booking on online?

Worried about the incidents of other flights crash.

Feeling excited to see the sky near.

Want to experience the feeling of fly.



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?