

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?



Ecofriendly Mode

Additional Flights in High Demanded Routtts

Flights on Demand

User Friendly **Ticket** Booking

Comfortable Travel

> Seasonal **Additional Flights**

Discount Coupons

Entertainment Facility

High Operational Efficiency

Nippon Airlines

Luxurious Travel

Affortable **Ticket** Price

Feedback Mechanism **Ideal Time** Managment

> Best Emergency mode of Transpor

Passenger Friendly C rews

Does

What behavior have we observed? What can we imagine them doing?



High

Quality

Food

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



Feels

