

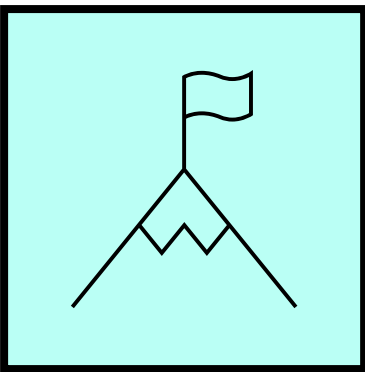
WHO are we empathizing with?

in a flight delay, we are empathizing with the passengers who are affected by the delay.

GOAL

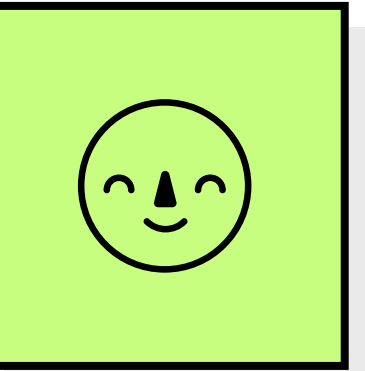
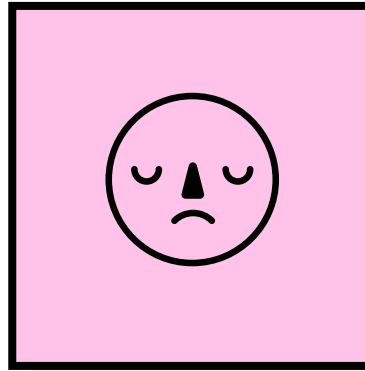
What do they need to DO?

empathy and understanding from airline staff and fellow passengers.
a comfortable and safe environment while waiting for the flight to depart.



PAINS

passenger may feel like their time is being wasted due to the delay.especially if they have a tight schedule or are on a short trip.



GAINS

passenges may have the opportunity to relax,catch up no work,or engage in leisure activities that they may not have had time for otherwise due to the delay.

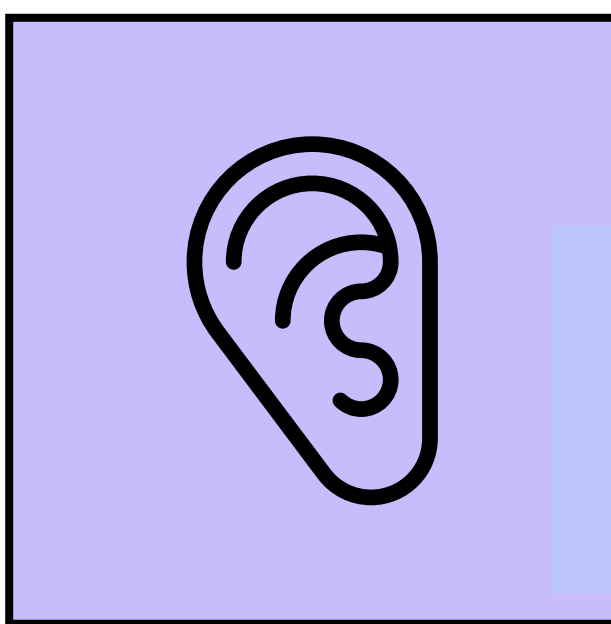
What do they THINK and FEEL?

- "why is my flight delayed?i hope it's not cancelled."

what they are feeling:

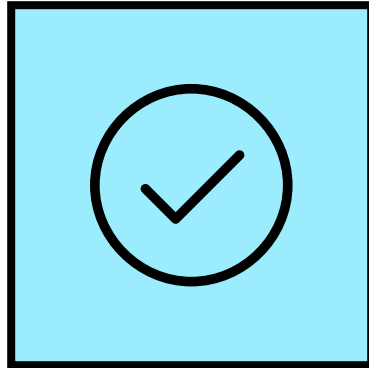
- disappointed and inconvenienced because they have to spend more time at the airport

What other thoughts and feelings might influence their behavior?



What do they HEAR?

stay calm and communicate with the airline to get updates on the delay and any available option.



What do they DO?

talking to airline staff to get information and updates.
looking for ways to pass the time ,such as reading ,using their phone ,or finding a comfortable spot to rest.