



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?



"I need to catch the earliest flight to make it to the morning meeting."

"I hope there are no flight delays; I can't afford to miss my meeting."

"I hope my luggage arrives with me this time."

"I'm always rushing to get through security."

"I wonder if I'll have time to grab a quick meal during my layover."

"I hope I packed everything I need for this trip."

Going through security checkpoints and handling the required procedures.

Anxious about potential flight delays impacting their schedule.

Checking in online to save time at the airport.

Downloading the airline's mobile app to receive flight updates.

Keeping a close eye on departure boards for gate information.

Frustrated if their luggage is lost or delayed

Stressed due to time constraints and tight connections.



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?