



Says

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

They said they are unsatisfied that they cannot find the whole package for a vacation in the same place within their budget. And they also that they usually pay a high commision when going to the classic travel agency and usually the area given limited option.

They see others usually using classic platform such as booking,Expedia,Tripadvisor etc.

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Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

HOPE:They hope to have an application which could find the best vacation package within their budget.

WANTS: To be able to find the best flight and accommodation within the same place and on their established budget.

NEEDS:To spend limited amount of time to have nice experience and hot a complicated one on the website.



AIR  
TRANSPORTATION

It generates economic growth.

This global air transportation network dataset is a comprehensive collection of information on airport,airlines and their uses.

Aviation provides the only rapid worldwide transportation network which makes essential for global business.

The solution for airlines would be to shift to other models a finance lease or the outright purchase of an aircraft.

FUSTRATIONS:Not being able to find an app which could have the best vacation package on the budget they have to many application on the market expensive time consuming.

FEARS:Not having enough options; of having to many options;wasting time &money;complicated websites.



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?