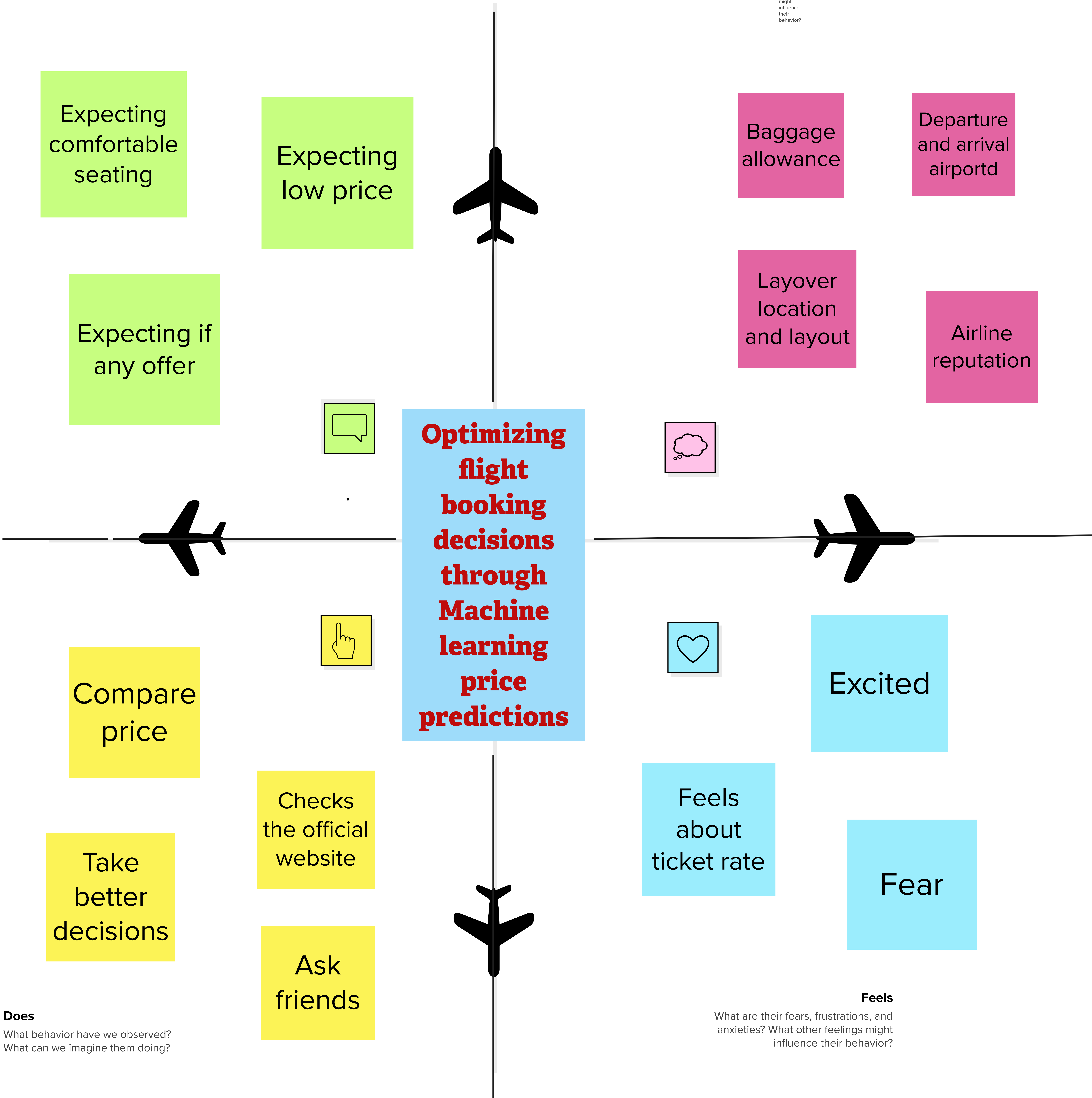


# An Empathy Map for Optimizing Flight Booking Decisions

**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?



**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?