



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 want more option on single screen

Why is this so time-consuming?

What are the most preferred sites?

I want quick and easy steps for verification

I think I'm not following the correct steps

Would it work for long-distance flights as well?



More research

Copares prices and discounts

Uncertain and anxious

Evaluates cancellation policy

Overwhelmed with information

Edgy



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?