



Says

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

What are the stakeholders saying?

Represent this using textual data or labels.

For examples, for passengers, this could be feedback from surveys or social media sentiment.

Type your paragraph...



Thinks

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

What might be going through their minds?

This can be based on surveys or expert opinions.

Display insights, thoughts, or concerns.



Traveler

Show behavioral patterns or actions.

What actions are they taking?

For airlines, this could involve route planning and pricing strategies.

What emotions might they be experiencing?

Use colors or icons to represent emotions.

For passengers, this could range from excitement to frustration.



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?

[See an example](#)