



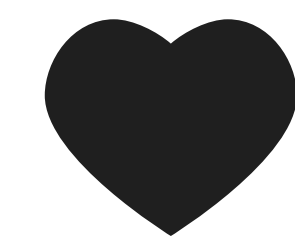
Says



Does



Thinks



Feels

Use navigation apps to locate gates, follow instructions of airport personnel, communicate with fellow travelers.

I'm gonna be late for my connecting flight . is there another way out?

"Is this the right gate for my flight?",  
"I need to check the departure time."

Packing for longer trips early on in the week,checking weather

Use mobile apps to track flights, ask airport staff for directions, follow boarding procedures.

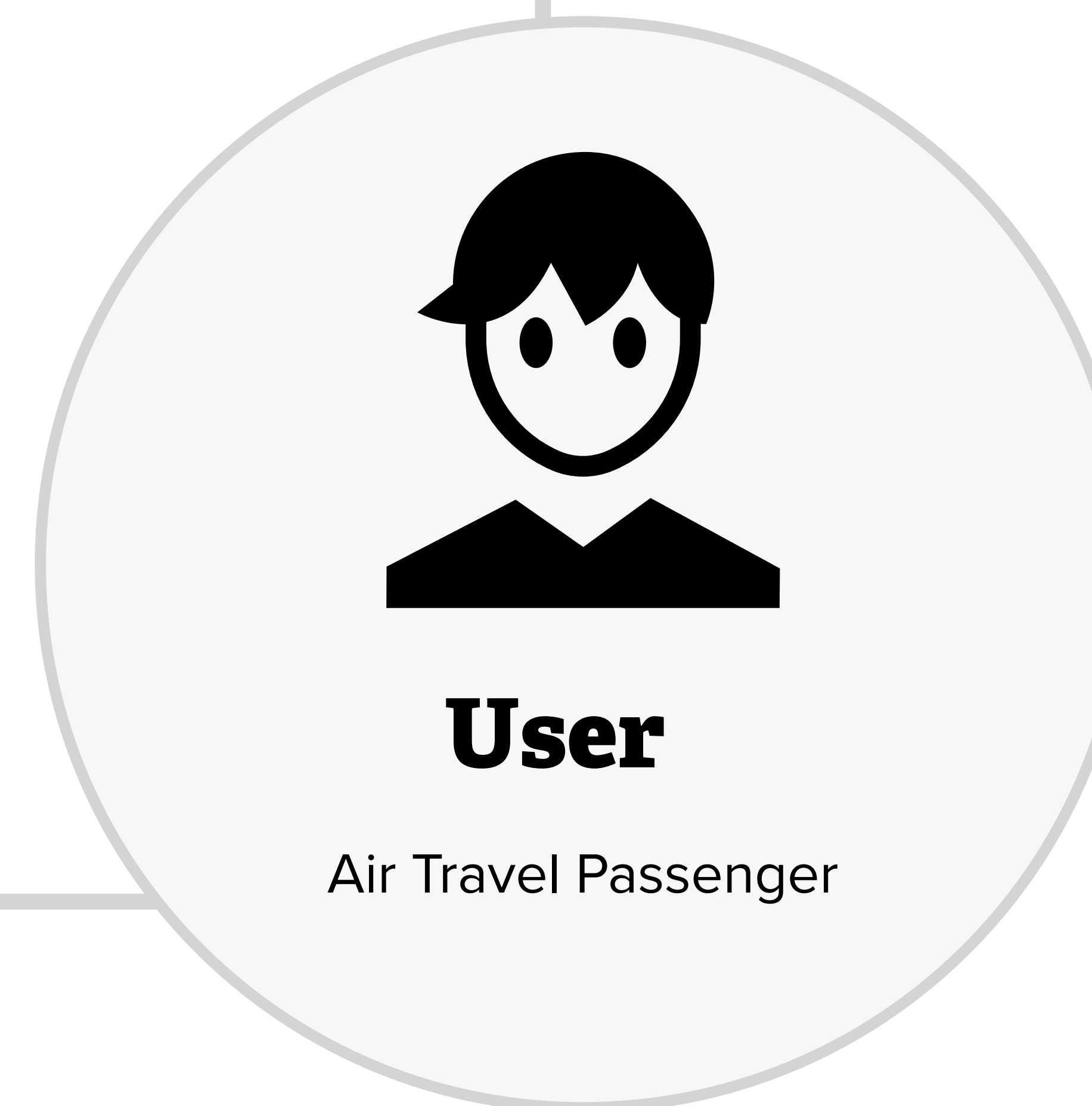
Use navigation apps to locate gates, follow instructions of airport personnel,communicate with fellow travelers.

"I hope my flight is on time so I can make my connection."

I have no idea where to go after my fight. I'm worried I'll get confused or lost.

Excitement about exploring new places,concern about potential delays or missing connecting flights.

I'd like to travel somewhere new this vacation season. Where to?



User

Air Travel Passenger



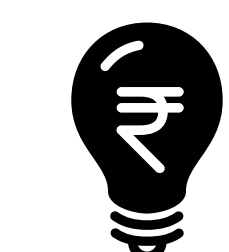
See



Hear



Pain



Gain

Crowded airports with various signs, departure boards displaying flight information, security personnel, other passengers.

Flight attendants with food carts going up the aisle of the plane

Listening for flight updates at her departure airport

Announcements about boarding, safety instructions from flight attendants, conversations between passengers.

Fear of missing flights due to long security lines

Apps that drain his phone battery while traveling

uncomfortable seating on long flights.

Fly to new places and trying new food

Has access to more information about traveling than ever

Frequent traveler-usually knows what to expect when flying