



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?



Feels

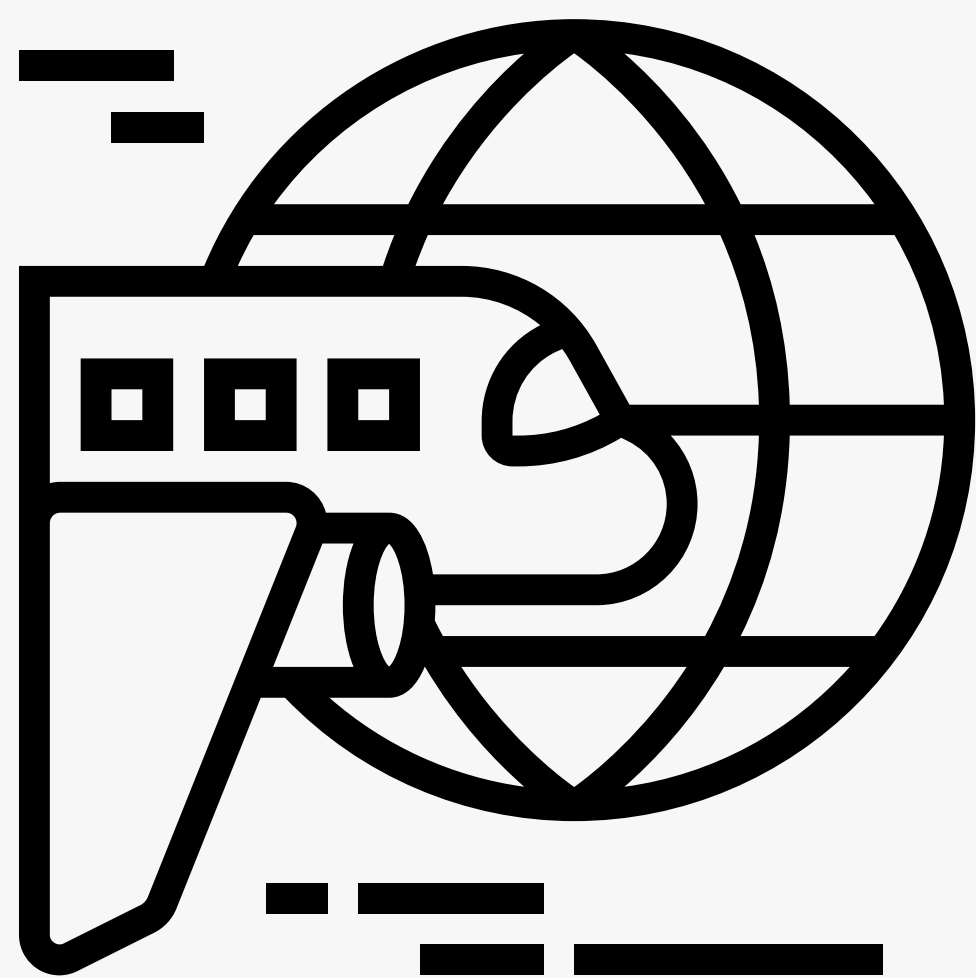
What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

[See an example](#)



NIPPON AIRLINES

User  
Friendly  
Ticket  
Booking

Comfortable  
Travel

Eco  
Friendly  
Mode

Entertainment  
Facility

Seasonal  
Additional  
Flights

Flights  
on  
Demand

Discount  
coupons

Additional  
Flights

Affordable  
Ticket  
Price

High  
Quality  
Food

Feedback  
Mechanism

High  
Operational  
Effciency

Luxurious  
Travel

Ideal Time  
Management

Best  
Emergency  
Mode of  
Transport

Passenger  
Friendly  
Crews