



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 sometimes feel stressed due to tight schedules

"I value loyalty programs and perks."



"I need to travel often for work."

"I want efficient and convenient flight options."

"I wonder if my luggage will arrive intact."

I wonder if there's way to predict and avoid turbulence



I wish I could get work done during the flight."

"I hope my flight is on time."

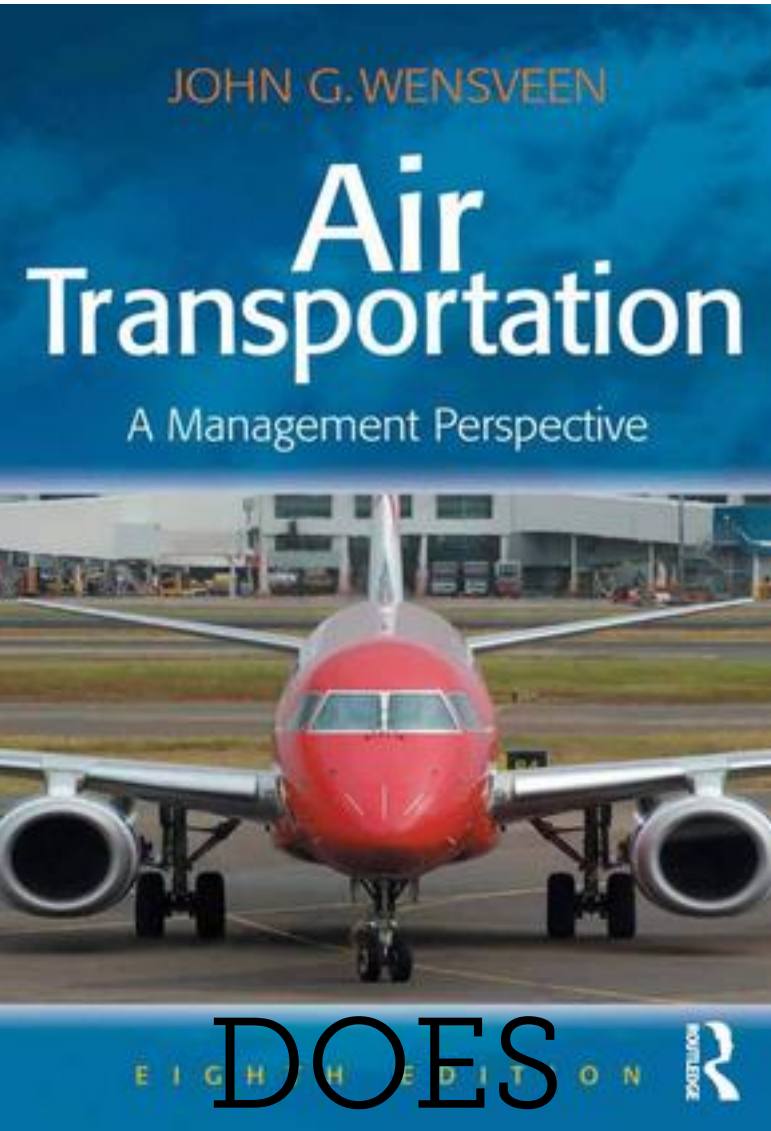


TIARA

Frequent Business Traveler

Research flight options and loyalty programs.

Book flights online or through corporate travel agencies.



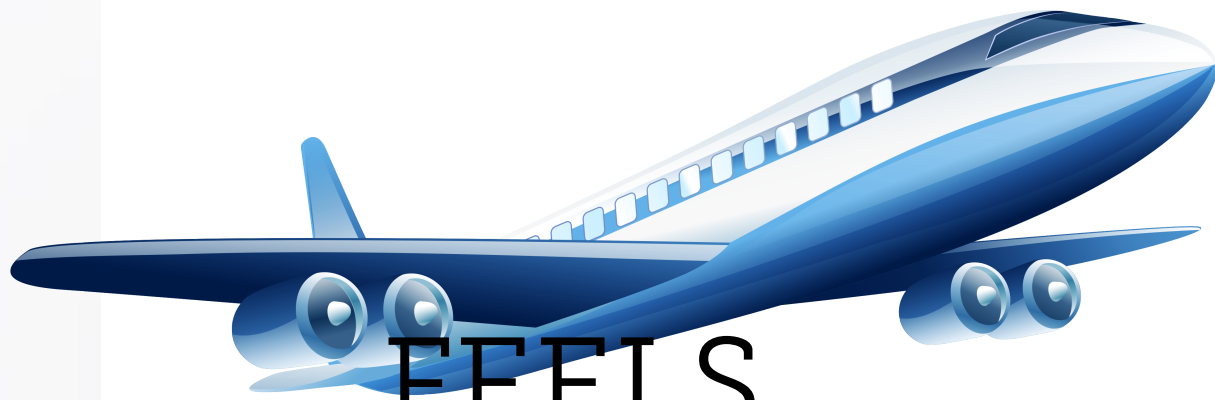
Provide feedback on the airline's service.

Check-in and pass through security quickly.



Excited about a new destination.

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Satisfied when the service is excellent.

Frustrated when flights are delayed or canceled.

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

Feels



Does

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