

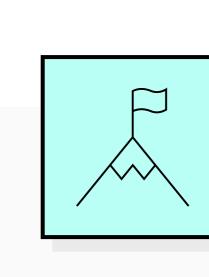
#### WHO are we empathizing with?

1)Empathizing with the person planning to travel and their needs and emotions during the flight booking process.



#### What do they need to DO?

1)Consult with others who are traveling with them to make decisions. 2)Book the flight and make arrangements for travel.





## What do they HEAR?

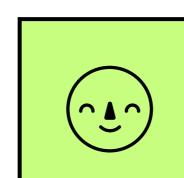
1)Advertising from airlines and travel website.

2)Recommendations and advice from friends and family who have traveled before.

3)Reviews and opinions of different airline and airport

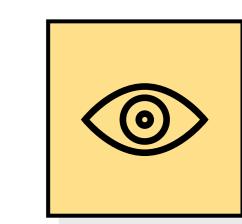


1)The complexity and overwhelming amount of information to sort through. 2)The stress of finding a flight that fits their schedule and budget. 3)Concerns about the safety and reliability of the airline.



## **GAINS**

1)Find the flight that fits their schedule and budget. 2)Get the best deal possible on their flight. 3)Ensure the safety and reliability of the airline. 4)Have a smooth and hassle-free travel experience.



What do they THINK and FEEL? 1)Excited about their upcoming trip.

2)Worried about getting the best deal on flights.

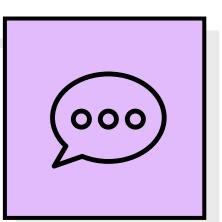
3)Frustrated with the complexit of booking a flight. 4)Hopeful that the booking process will go smoothly.

What other thoughts and feelings might influence their behavior?



1)Many different airline options and prices. 2)Website and apps with a lot of information to sort through.

3)Reviews and ratings of airlines and airports.



## What do they SAY?

1)Search for flights and prices on different websites and apps. 2)Read reviews and ratings of airlines and airports. 3)Compare prices and options across multiple airlines.



# What do they DO?

1)Consult with others who are traveling with them to make decisions. 2)Try to find the best deals and discounts.

3)Possibly negotiate with airlines or travel agents for better prices.

