



Says

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

express understanding and empathy

travel insurances is a must, I prefer non stop flights

use active listening to acknowledge their thoughts and feelings.

offer words of support and encouragement

"SAFETY IS OUR TOP PRIORITY"

avoid judgmental or dismissive language

provide assistance or solutions if appropriate



offer a comforting presence



Be patient and non reactive to emotional expressions

collaborates with industry peers

"ANALYZES ROUTE PERFORMANCE"

respect their boundaries and personal space



Does

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

Thinks

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



loyalty programs



Understand the user's feelings and emotions

analyze their needs and desires

"SAFETY MEASURES"

consider their pain points and challenges

empathize with their perspective and experiences



working project in my team
unlocking insights into the global air transportation network with tableau

The need for route optimization

Excitement about uncovering insights

"Responsibility for ensuring safety and efficiency"



Awareness of industry challenge and opportunities

LOYALTY TO SPECIFIC AIRLINES



Excitement about travel

Feels

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

