Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say?
What can we magine them saying?

TBook value for money domestic airline tickets

Book flight to air international destination

Domestic flights booking for air travels

Thinks

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

Book in advance

Avoid checked baggage

Be flexible with your travel

Travel more distance & Spend lesstime

Optimizing Flight Booking Decisions through Machine Learning Price Predictions

Does

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

Use price comparison websites

Choose a budget airline

Avoid peak travel periods

Feels

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

Feels pretty incredible

Type your paragraph...

Little fuzzy sensation in the head

Feeling is similar on a fast elevater