

High openness to experience

“Creative stimulations bring me inspirations”

Concerns & Interests

Passengers with high openness are open to trying out new services and products. What is more, they are more open to the changes during their journey.

Needs

New options

Surprises

Creativity

Interaction qualities

explorative

Inspired

low openness to experience

“Following previous steps makes me feel at ease.”

Concerns & Interests

Passengers low in openness tends to follow a routine. They don't like abstract ideas. When communicating with them, they prefer to get answers like “Yes” or “No,” rather than things in between.

Needs

Routine

Interaction qualities

concrete

High extraversion

“I enjoy the feeling of being the center of attention”

Concerns & Interests

Extraverted passengers enjoy the feeling of being the center of attention. They are looking forward to meet new people in their flight journey.

Needs

Meet new people

Attention seeking

Interaction qualities

Lively

Passionate

Low extraversion

“I want to get things done without too much interpersonal communication”

Concerns & Interests

Introverted passengers may too timid to express their request on the flight. For instance, ask for an extra meal.

Introvert passengers prefer more private ways of interacting, too much interpersonal communication makes them feel uncomfortable.

Needs

Self space

Interaction qualities

Private

Calm

High agreeableness

“Some sacrifices make me feel a bit uncomfortable, but I should help people who are in need.”

Concerns & Interests

While traveling, agreeable passengers anticipate the needs of others. They may give other people helps and may even sacrifice for others at the expense of self. For instance, agree to change seat with others on the flight, even they feel uncomfortable with this request. In this situations, being acknowledged is important for them.

While flying, agreeable passengers see themselves as a member of a group. They want to be kind to staffs and other travelers.

Needs

Acknowledged

Enable to help others

Interaction qualities

Warm

Low agreeableness

“I don't want to be bothered by other people's problem/requests in my flight trip.”

Concerns & Interests

Low agreeableness passengers emphasis on the self-value in their flight journey. Stand up for their own interests is important for them. They don't want to be bothered by other people's problem. Their trip is the center of their focus.

Needs

Less disturbed by other people

High conscientiousness

“I should do things RIGHT !”

Concerns & Interests

High conscientiousness passengers tend to plan things ahead and strictly stick to their plan.

They want to do every step well. Doing things well is so important for them. Consequently, they tend to take every possible situation into account, spend time on details. What is more, they are expecting appreciation for their organizing, punctuality, and accuracy. They expect people around as diligent as they are while traveling.

Needs

Acknowledged

Predictable

Interaction qualities

structured

diligent

Low conscientiousness

“Whatever, as long as I can catch up my flight.”

Concerns & Interests

Low conscientiousness passengers have the fewer struggle of doing every task perfectly. They prefer a more spontaneous way of interacting, don't want to be limited in a frame. Consequently, they took less time on making preparation. While flying, they are confident, but have a higher risk of running a bit late.

Needs

Less but to the point information

not being forced to change

Interaction qualities

spontaneous

respectful

on demand

Low neuroticism

“Everything gonna be alright”

Concerns & Interests

Passengers low in neuroticism are calmer compare to others when dealing with unexpected situations, both in problems and surprises.

Needs

Acknowledged

High neuroticism

“I feel more anxiety than others when unexpect situations happen.”

Concerns & Interests

Passengers with high neuroticism are more pessimistic about a delay or problems in their flight journey. Comforting is important for them while experiencing an unexpected situation.

Needs

Comforting

Accompany

Reassure

Interaction qualities

empathetic