

Says

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

**I WANT SAFETY
MEASUREMENT
AND LIFE
SAVER GADGET.**

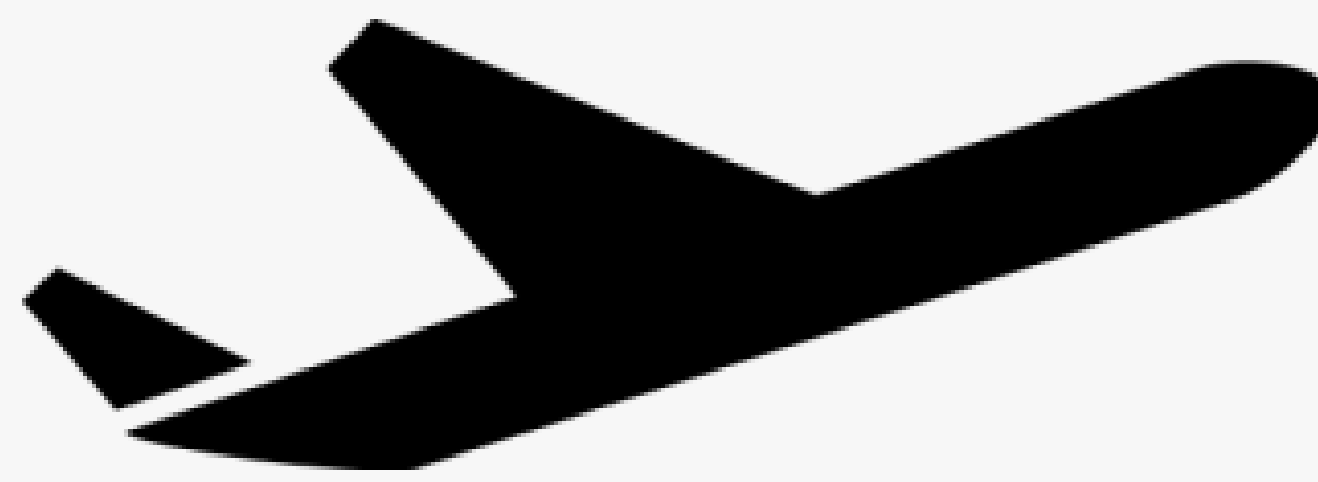
**I WANT TO
AFFORDABLE
PRICES FOR
AIRLINE
TICKET**

**I WANT
HYGIENIC
SERVICES AND
HEALTHY
FOODS**

**THINKS ABOUT
THE EXPLORE
THE STRUCTURE
OF GLOBAL
AVIATION**

**THINKS
ABOUT THE
ECONOMIC
IMPACT OF
AIR TRAVEL**

**THINKS
ABOUT THE
CARGO
AIRLINE ARE
LOWCOST**



**GLOBAL AIR
TRANSPORTATION
NETWORK**

**ALLOWS PEOPLE
FROM DIFFERENT
COUNTRIES TO CROSS
THE BOUNDARIES
AND TRVEL OTHER
COUNTRIES FOR
THEIR NEEDS AND
PURPOSE**

**AIR
TRANSPORT IS
THE FASTEST
TRANSPORT IN
THE WORLD**

**MAINTAIN
THE AIRLINE
AEROPLANE
IN THE
AIRPORTS**

**I FEEL
ABOUT THE
BAD
WEATHER**

**I WORRY
ABOUT THE
2010
CRASH**

**ANXINETIES
ABOUT THE
DELAY AND
TECHINCAL
ISSUSE**

Thinks

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



Does

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



Feels

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

