



Says

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



Thinks

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



UNLOCKING
INSIGHT INTO THE
GLOBAL AIR
TRANSPORTATION
NETWORK WITH
TABLEAU

How do they perceive their role in ensuring a positive passenger experience?

What are the motivations and challenges of individuals driving technological advancements in the air transportation network?

What challenges do they encounter in maintaining airport security and efficiency?

What are their key responsibilities, and how do they perceive their impact on passengers?

What pain points or frustrations do passengers encounter during their journey?

What are the specific needs and expectations of individuals who travel frequently by air?

What innovations and initiatives are being pursued to reduce environmental impact?

How do they manage issues like security, capacity, and environmental impact?

What are the daily stresses and pressures faced by pilots, flight attendants, and ground staff?

How do they balance the needs of passengers, airlines, and national interests?

What are the emotional responses of air transportation regulators and policymakers?

What is the emotional impact on communities living near airports or under flight paths?



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?

See an example