



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?

Air transport is an important enabler to achieving economic growth and development.

Air transport facilities integration into the global economy and provides vital community on a national region, and international scale.

It is the fastest mode of transport and therefore suitable for carriage of goods over a long distance

It requires less time. Air transport provides comfortable, efficient and quick transport services

It is regarded as best mode of transport for transporting perishable goods

It helps generate trade, promote tourism, and create employment opportunities.

Global Air Transportation In Our Current Life

Air transport allows people from different countries to cross international boundaries and travel other countries.

It is reliability in terms of cargo security, and freedom from limitations to accessing remote locations.

It is enable seamless travel and transportation of people and goods, fostering global integration.

Aerophobia is an extreme fear of flying in an airplane. People may had a fear on flight take-off and landing

Anxiety is fueled by irrotional, worst case scenario thoughts, and confined spaces are breeding grounds for this process.

A fear that they will lose control of their emotions during flight and embarrass themselves in front of fellow passengers.



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?