



Needs

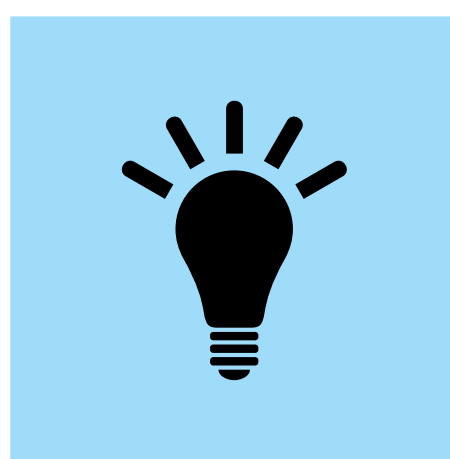
What are the primary needs and expectations of passengers when using air transportation?

Travelers: Excitement, anticipation, and sometimes anxiety about flying. They might also feel frustration due to delays or discomfort during long flights.

Environmental Activists: Concern, frustration, and sometimes anger about the environmental impact of air travel.

Airline Staff: Pride in ensuring passenger safety and comfort. They may also feel stress and pressure to maintain schedules.

Business Travelers: A mix of excitement and fatigue, balancing work commitments and personal life.



Thinks

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

Travelers: Think about their destination, safety, and comfort during the flight. They may also think about potential disruptions.

Aviation Enthusiasts: Think about aircraft technology, aviation history, and air travel advancements.

Government Regulators: Consider regulations, safety, and compliance with aviation standards.

Airport Personnel: Think about managing crowd flow, security, and logistics.



The Executive Officer

Government Regulators: Develop and enforce aviation safety and environmental regulations.

Airline Staff: Perform safety checks, attend to passengers, and ensure smooth flight operations.

Families on Vacation: Coordinate family activities and manage children during the journey.

Medical Professionals: Respond to medical emergencies or provide medical care during flights.

Business Travelers: A mix of excitement and fatigue, balancing work commitments and personal life.

Airline Staff: Pride in ensuring passenger safety and comfort. They may also feel stress and pressure to maintain schedules.

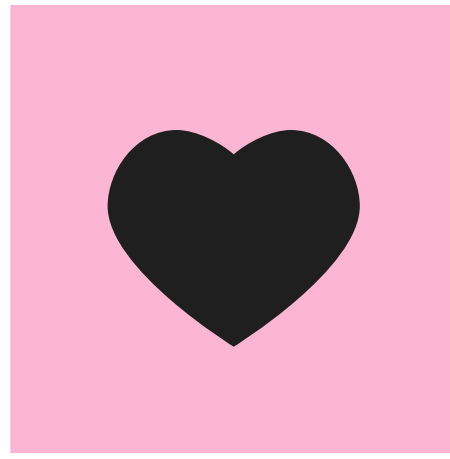
Environmental Activists: Concern, frustration, and sometimes anger about the environmental impact of air travel.

Travelers: Excitement, anticipation, and sometimes anxiety about flying. They might also feel frustration due to delays or discomfort during long flights.



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?