



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?

Collaborates with data analysts to identify trends in flight data.

Implements new technologies to enhance passenger experience.

Uses advanced radar systems and communication tools to manage airspace.

Coordinates with pilots to ensure safe takeoffs, landings, and routes.



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?

Airport Manager

We need to optimize flight routes for efficiency.

Passenger satisfaction is crucial for our airline's success.

Safety and security are non-negotiable factors.

Analyzing air traffic trends helps us plan better.

Data-driven decisions are the way forward.

How can we reduce fuel consumption without compromising safety ?

What are the latest technologies for air traffic management?

Passengers expect real-time updates and a seamless experience.

Are there patterns in flight delays that we can address?

Predictive analytics could revolutionize our decision-making.

Unforeseen disruptions causing flight delays and financial losses.

Balancing operational efficiency with passenger comfort.

Uncertainty due to lack of information about delays or changes.

Unpleasant experiences during layovers and crowded airports.

Stressful situations during peak traffic hours or adverse weather conditions.

The responsibility of ensuring the safety of countless lives in the airspace.