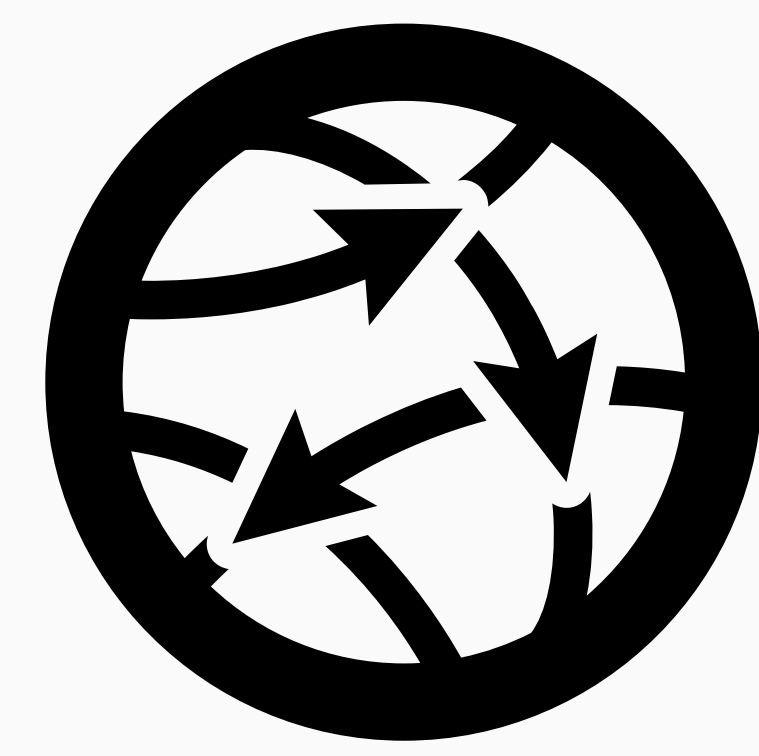


Says

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

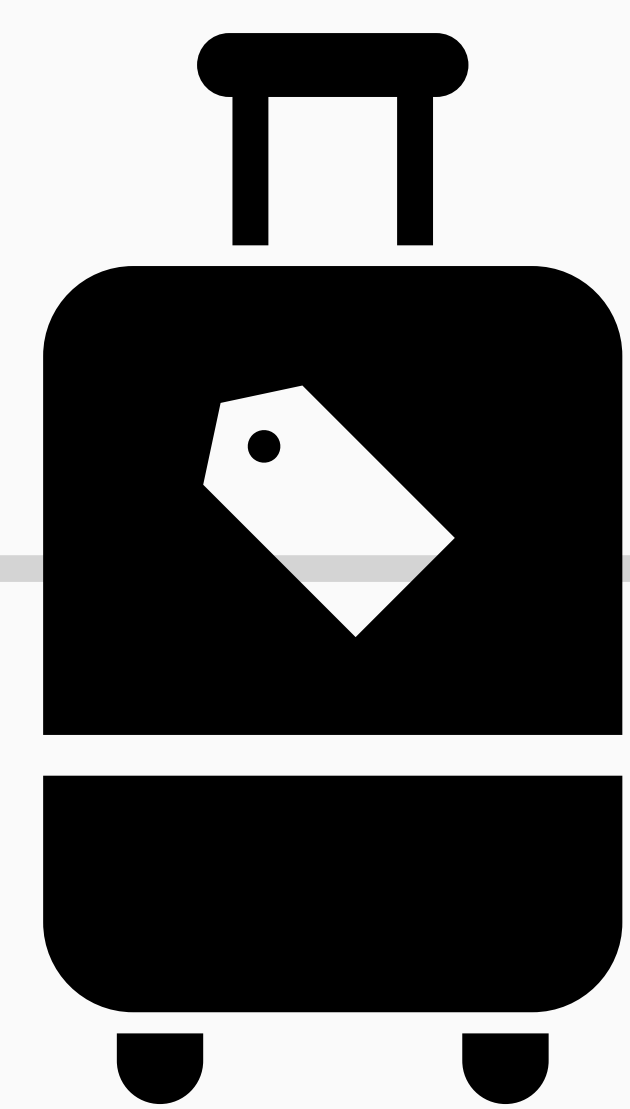


Optimization
of routes
and reduce delays



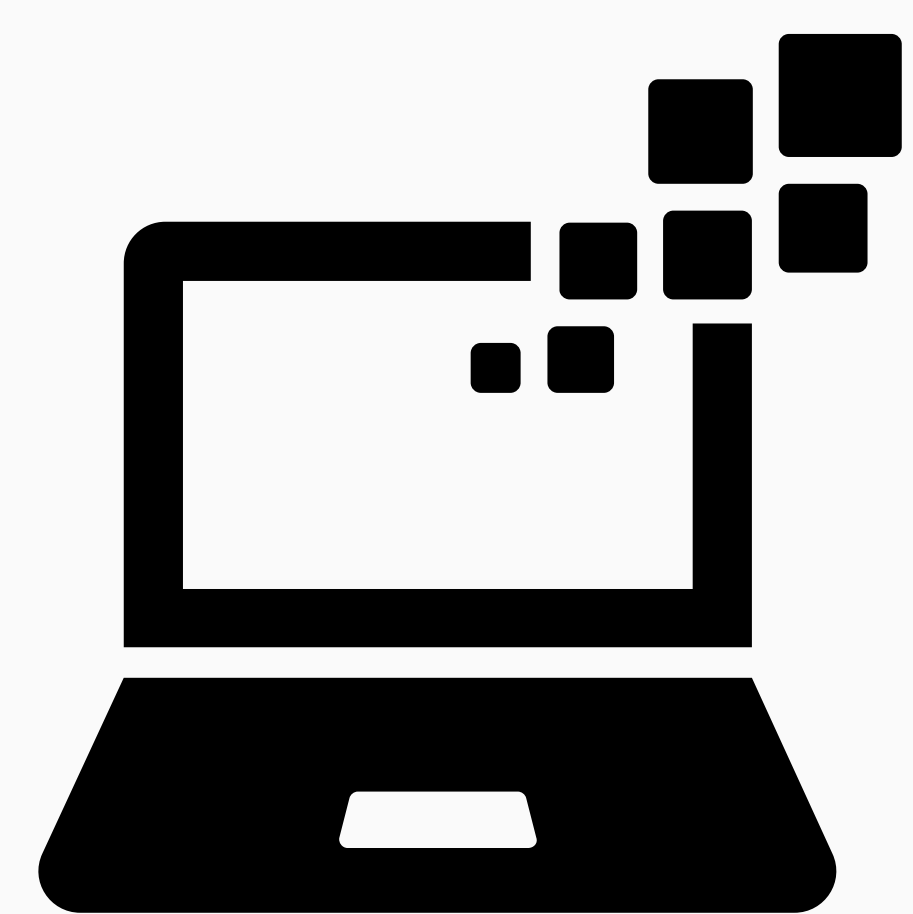
Is
that suitable for
carriage
of goods over long
distance

Safety and
compliance
are paramount

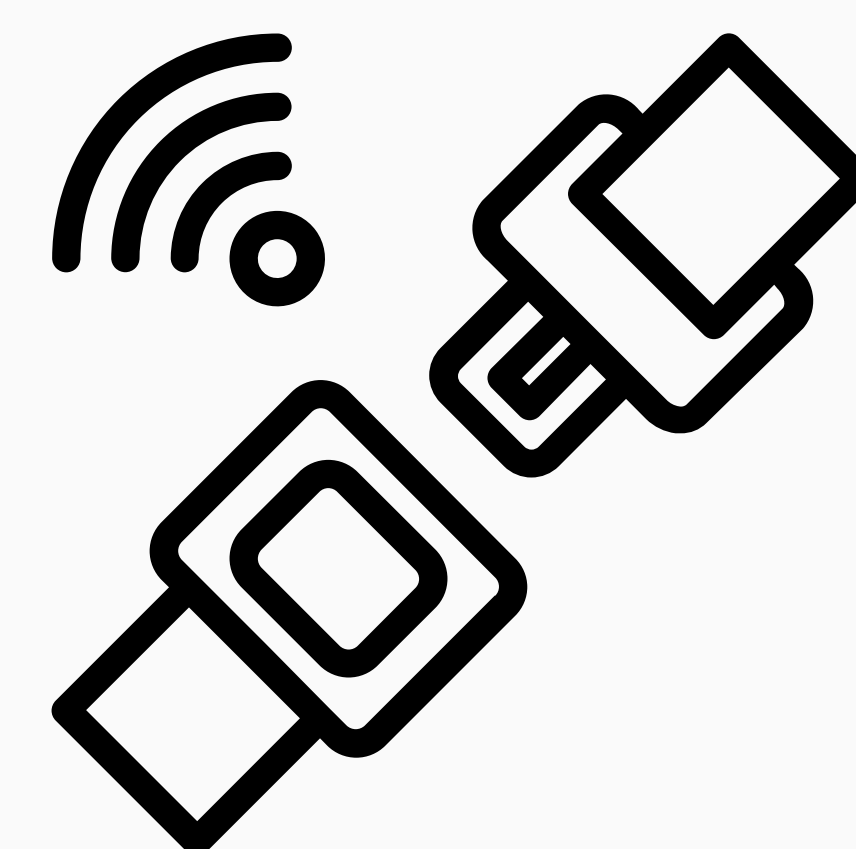


Advocate for eco-
friendly policies
and
technologies.

Predict Delays and
optimize schedule



Research,
Compare prices,
prioritize safety



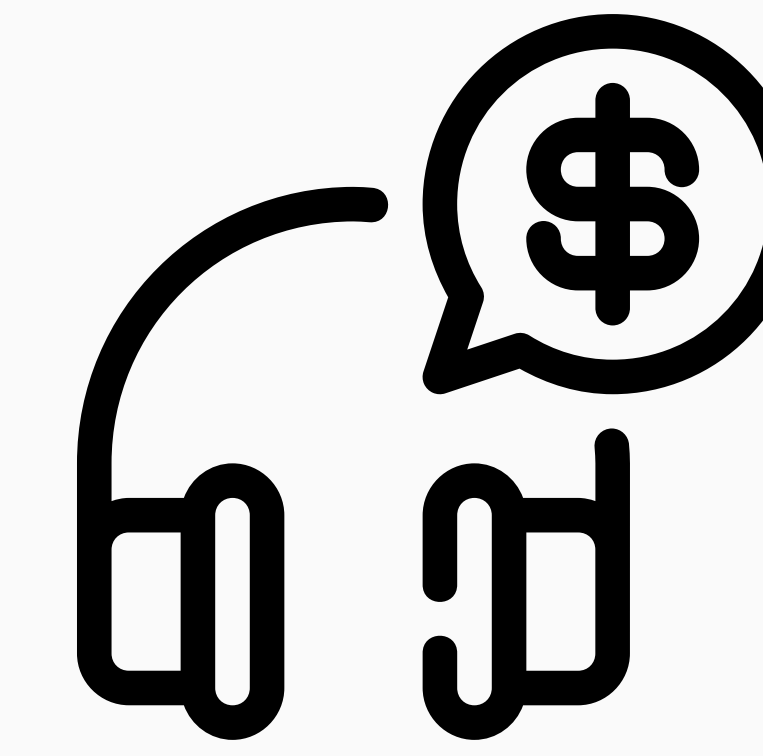
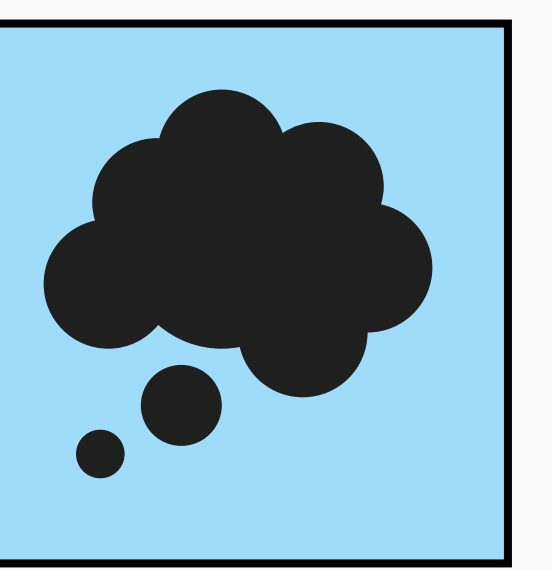
Does

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

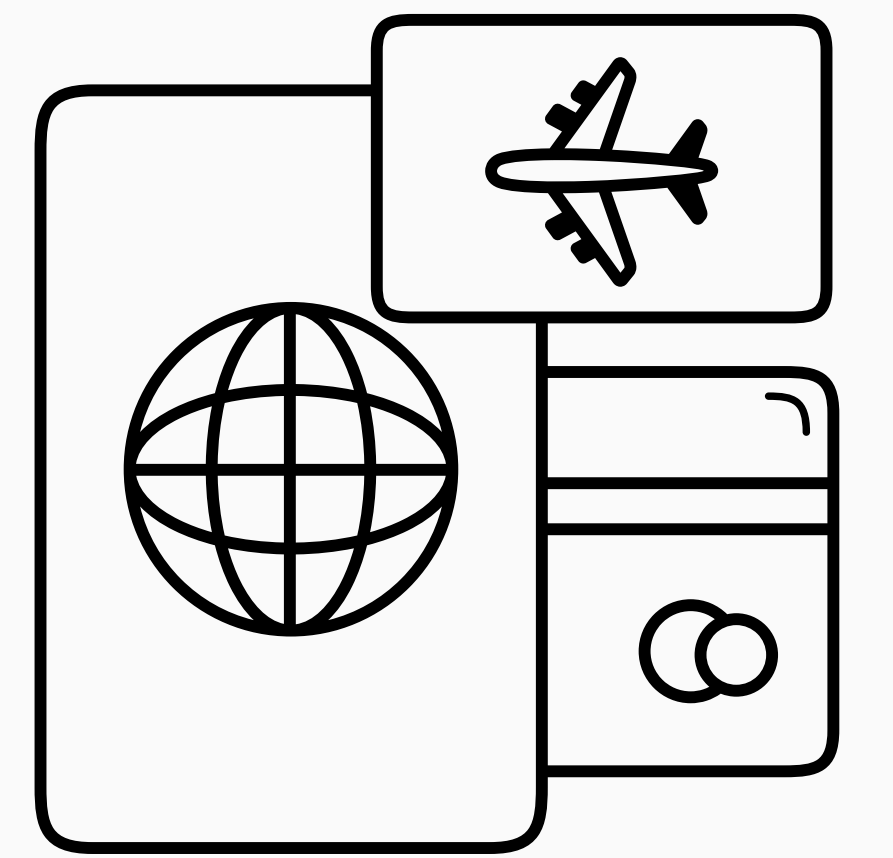


Thinks

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



How can we
reduce
the cost without
compromising
on safety



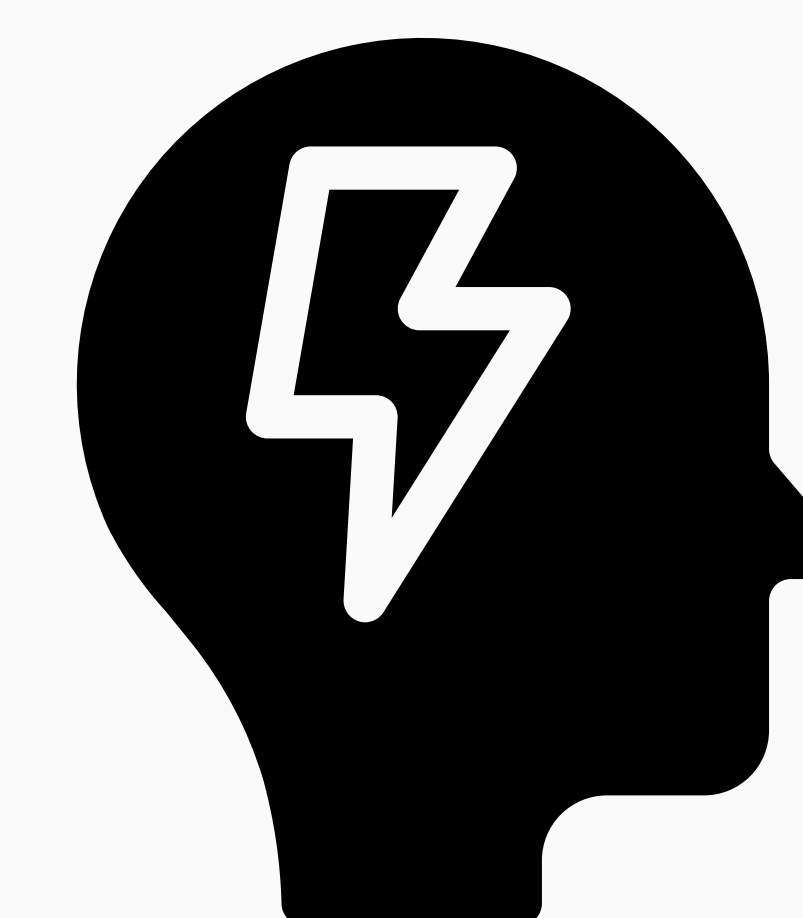
Are there inovative
solutions to reduce the
environmental impact
of air travel

How can we
optimize routes,
pricing, and
customer
services?



FRUSTRATIONS:
1) Flight delay
2) Intense competition
3) Managing
passengers
safety

ANXIETIES:
1) Worst case scenario
thoughts
2) Aviation environmental
problems
3) Social anxiety / Being
too far from home



FEARS:
1) Claustrophobia
2) Pteromerhanophobia
3) Aerophobia



Feels

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

