



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?

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

Passengers want convenience when they plan travel when choosing their departure point

Air freight is used in most industrial sectors and supply chains. It is estimated that the trend in the use of this means of cargo transportation will continue to rise, and more flights will be used exclusively for the transport of goods.

Air travel has a reputation for being cramped, uncomfortable, and expensive, particularly at peak times. It's also a major contributor to the greenhouse gas emissions that cause climate change.

These preference is to fly from an airport to home have all booking options and services available in one single place.

Thoughts are ideas, attitudes or perception about things. They are creative and have energy. Basically, if you can imagine something, you can make it happen. Think about art work, furniture, inventions, etc. These all started with an idea or concept

PASSENGERS

Unlocking insights into the Global air transportation network with tableau

Passengers would appreciate the industry's ability to handle unexpected situations with greater agility.

As passengers perceive the aviation industry as responsive to their needs, the overall reputation of the industry could improve

Aerophobia is an extreme fear of flying

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Air travel is the riskiest mode of transport, since there can be considerable losses to goods, customer and crews as a result of a minor crash. Compared to other means of travel, the risks of collisions are higher

Risks include terrorism, smuggling of illegal substances, and thef



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