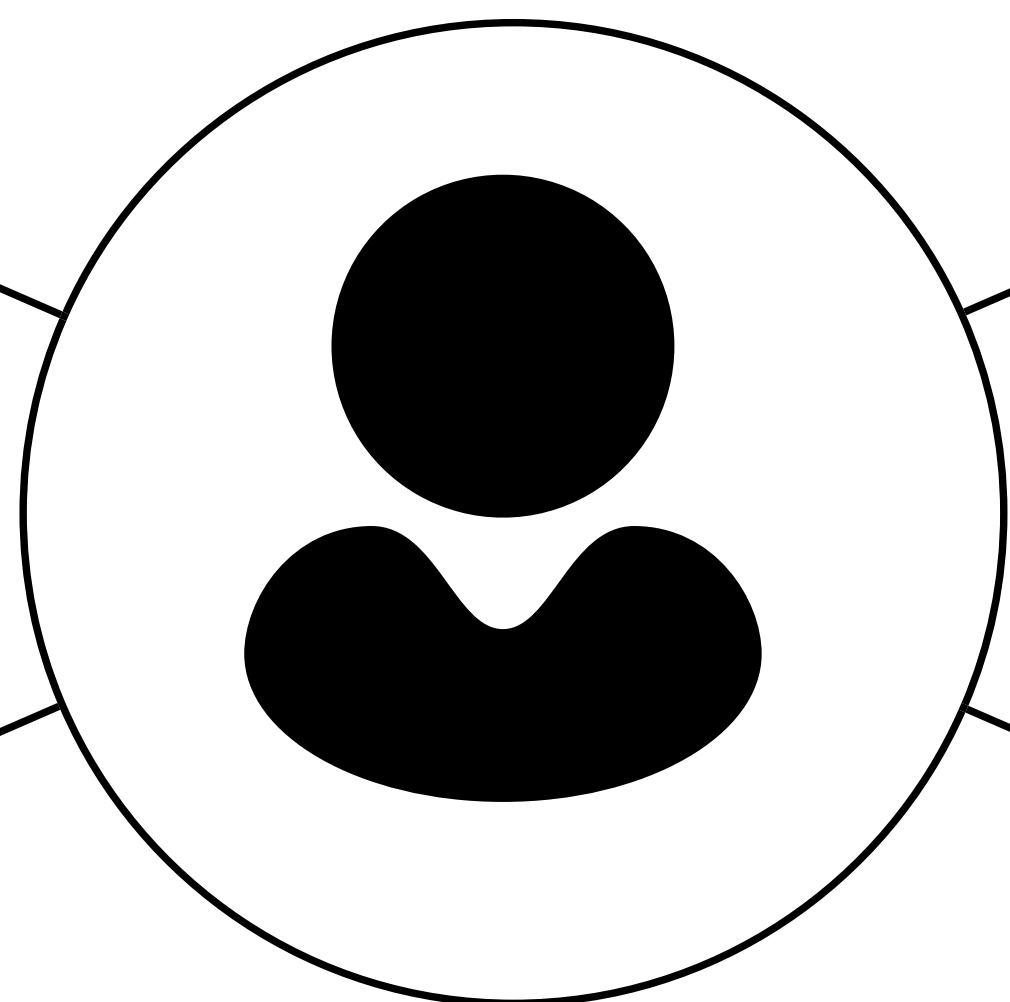


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



How to  
reduce the  
Delays ?

Arrival of  
planes on  
time

On boarding  
the tourists  
on time

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Reduced  
waiting time  
of Airplanes

Increased  
connections  
between  
planes

Extra  
Airports for  
Flight  
landing

Frequent  
Flight  
delays

Long time  
to Land

Tourists  
gets tired of  
waiting

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Need to  
reduce the  
delays

Need for an  
Extra  
Airports

Reduce the  
time for  
Security  
Procedures

**PAIN**

fears  
frustrations  
obstacles

Having  
losses

Delays

Late  
Departure

**GAIN**

"wants" / needs  
measures of success  
obstacles

Happy  
customers

No  
delays

Increase in  
number of  
Flights