



Says



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

PROVIDE
SAFE AND
SECURE
TRAVEL

TO
EXPLORE
THE
WORLD

ACHIEVING
GROWTH AND
DEVELOPMENT

CONNECT
INTERNATIONAL
BOUNDARIES

TO GAIN
DIFFERENT
EXPERIENCE

AEROPLANE
RUN ON
PETROL

Global Air
Transportation
Network



FASTEST
MODE OF
TRANSPORT

HIGH
COST

SEND
ALMOST
EVERYWHERE
YOUR
FREIGHT

BUSINESS
AND
TOURISM
PURPOSES

FEAR OF
UNEXPECTED
WEATHER

FEAR OF
UNEXPECTED
CRASHES



Does

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

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



Feels