



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?

"We need to ensure passenger safety at all times." "Managing flight schedules is challenging." "Our priority is to provide excellent in-flight service." "We must handle passenger complaints professionally."

What do they express or communicate about the network? This could include their opinions, concerns, or demands.

"Safety regulations must be strictly enforced." "We need accurate data on airline performance." "Environmental impact assessments are crucial." "Passenger rights and consumer protection should be upheld."

"How can we reduce wait times at security checkpoints?" "Are all necessary maintenance tasks scheduled?" "We should improve signage for better wayfinding." "What technology upgrades can enhance the passenger experience?"

"I wonder if I'll make my connecting flight." "Are the safety measures in place due to COVID-19?" "I hope my luggage arrives intact." "Is this airline known for punctuality?"

"How can we improve aviation safety standards?" "Are airlines complying with emission reduction targets?" "We should review and update aviation policies regularly." "What measures can enhance transparency in ticket pricing?"

"I hope my flight is not delayed." "I wish there were more direct flights to my destination." "Ticket prices are getting expensive." "I expect good customer service from airlines."

"Efficient baggage handling is crucial." "We need to ensure security protocols are followed." "Airport facilities must be well-maintained." "Passenger information should be readily available."

What are their thoughts, beliefs, or assumptions regarding the network? This could include their expectations or perceptions.

"How can we optimize crew scheduling?" "Are there maintenance issues that need immediate attention?" "We need to keep passengers informed about delays." "What can we do to improve on-time performance?"

GLOBAL AIR TRANSPORTATION NETWORK

"We undergo regular safety training." "We communicate with ground staff to coordinate operations." "We address passenger concerns promptly." "We prioritize on-time departures."

What actions do they take in relation to the network? This could involve booking flights, implementing policies, or making decisions.

"We take pride in keeping the airport running smoothly." "Handling emergencies requires a cool head." "We want passengers to have a pleasant airport experience." "Stress levels rise during peak travel periods."

"We feel responsible for the well-being of passengers." "Pressure increases during peak travel seasons." "Satisfaction comes from delivering exceptional service." "Dealing with irate passengers can be stressful."

"I book flights online for convenience." "I arrive at the airport well in advance to avoid stress." "I share my travel experiences on social media." "I check the airline's app for flight updates."

"We conduct safety audits and inspections." "We analyze aviation industry data and trends." "We draft and enforce aviation regulations." "We engage with stakeholders to gather input on policy changes."

"We conduct routine facility inspections." "We work closely with security personnel." "We assist passengers with inquiries and concerns." "We monitor flight schedules and gate assignments."

"We are committed to ensuring safe air travel." "Balancing industry interests with public welfare is challenging." "Environmental sustainability is a top concern." "We advocate for passenger rights and fair competition."

"I feel anxious about flying during bad weather." "I'm excited about my trip but worried about disruptions." "I appreciate it when airlines prioritize passenger comfort." "Frustration sets in when there are long security lines."

How do they emotionally react to the network? Are they frustrated, satisfied, worried, or excited?



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?