



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?

Is air travel safe?

How has air travel help to create a global transportation?

Why can't we design ya better system?

Why do we need air transportation?

When will passenger and cargo planes powered by hydrogen - oxygen jet engines be built?

Air transport is an important enabler to achieving economic growth and development.



It helps generate trade, promote tourism, and create employment opportunities.

Air transport is one of the ways to move goods that have been very common in recent years when it comes to speed and distribution protection.

The flight was flying very fast so the passenger are afraid.

Reduction of trade regulations barriers has led global economic growth, but tight restrictions and regulations on how people and goods reach markets still hamper.

It is difficult to carry bulky, awkwardly shaped goods.

Air transportation plays an essential role in the global economy.



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?