



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?

Establish goods governance for air transport

The world bank has financed aviation related projectes for over 60 years

Mainstream the priorities of the aviation sector in states economic development planning

Provides vital connectivity on a national,regional and international scale

Failities integration into the global economy

It helps generate trade,promote tourism and creates employment opportunities

unlocking insights into the global air transportation network with tableau

Fastest and easiest way to move people and goods

No physical barrier

Rapid transportation

Low infrastructure but high seurity service

provides 87.7 million jobs

reduce travelling time



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?