



**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?

Faster communication

Defence

Direct Flight to travel long distance.

Invention of solar flight

Fastest modes of travel

Important meetings

They want to travel with low cost.

If the Flight were crash



Involvement of responsible.

Prevent air crash

They think that they will fell down.

Panic of hijacking.

Strong security system.

Gathering data in airlines.

They are afraid to carry a few things.

Skilled workforce shortages.



**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?