



Says

What have we heard them say?  
What can we imagine them saying?

1. **Air transport for both passengers and goods is great is its great reliabilty.**

2. **This is a great advantage for international trade.**

3. **It takes less time to travel from one place to another place.**



Thinks

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

1. **Its ability as an economic engine to generate and support jobs, strengthen trade and connectivity between people and countries.**

2. **Air transport has been gaining ground and most demanded and and used transport options.**

3. **There is no faster transport service than air transport.**



*Unlocking Insights Into The Global Air Transportation Network With Tableau.*

1. **Air transport facilitates integration into the global economy and provides vital connectivity on a national, regional, and international scale.**

1. **There are no physical barriers: thanks to this it is possible to make a trip without interruption choosing the shortest and most direct route through seas, mountains.**

3. **It generates economic growth, provides jobs, increases revenues from taxes, and fosters the conservation of protected areas.**

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

2. **Flying is usually the fastest and most convenient way to travel, but it can be expensive and uncomfortable.**

3. **The lower-than-normal air pressure in the cabin is known to induce mild hypoxia (reduced oxygen levels in the brain), which is associated with a raft of cognitive and emotional effects, including heightened negative moods and a diminished ability to handle stress.**



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?