



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?

Transportation
at highspeed

It is very
useful in
transporting
goods and
passengers to
the area

Modern air
transport is
safer than
road
transport

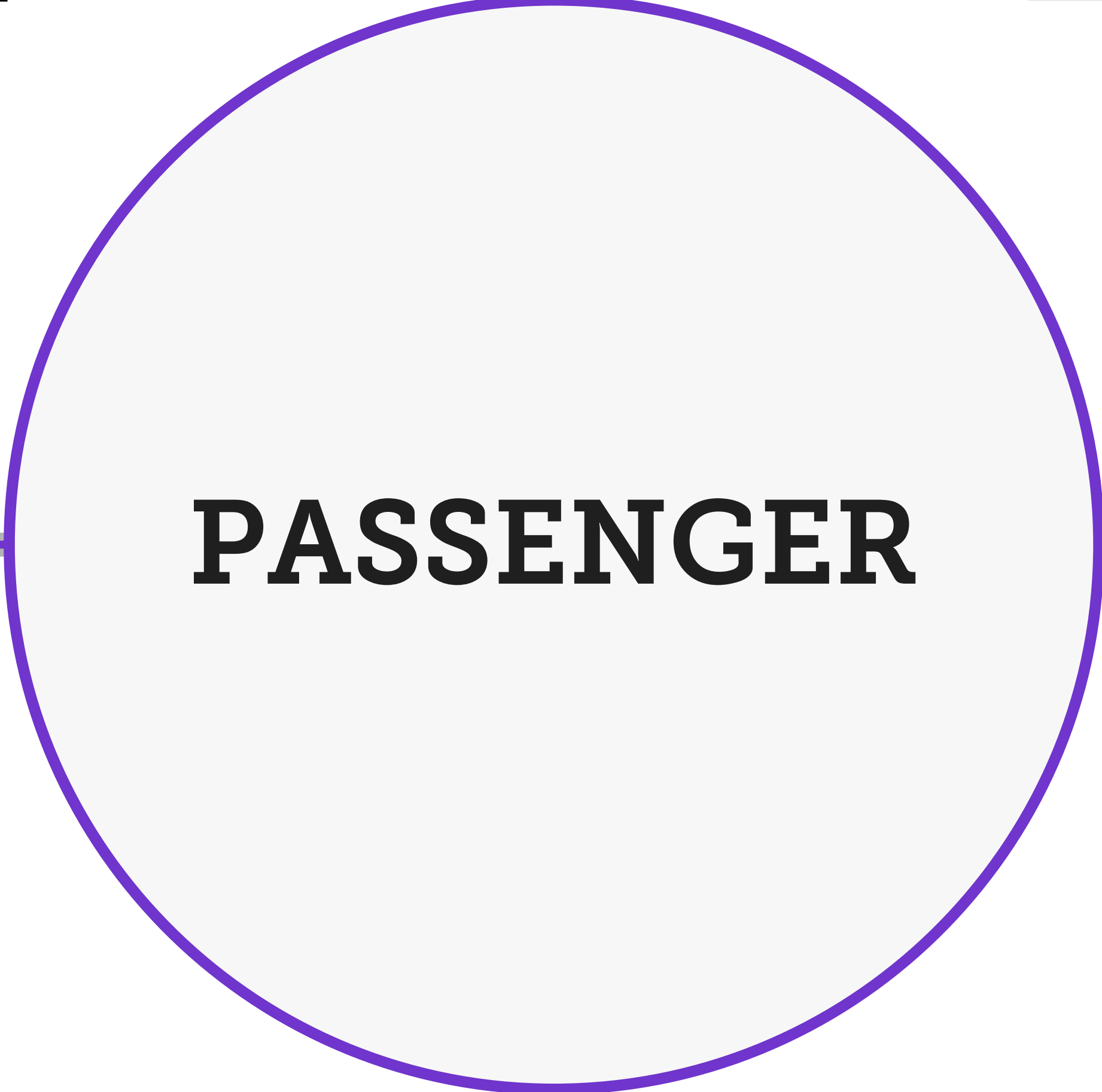
Air
transport
tickets are
too
expensive

Easily
travel from
one
country to
another

Gives a
comprehensive
detail on
airports,
airlines and
their routes

It provides
good
customer
service

Aviation is
crucial in
defense to more
easily protect
any nation
from attackers



PASSENGER

Getting to the
destination as
quickly and
efficiently as
possible

Used in
national
defense

Nervous

Satisfaction

we can
book our
tickets
through
online apps

Used in
spraying
pesticides in
agricultural
fields

Excitement

Thrilling



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?