
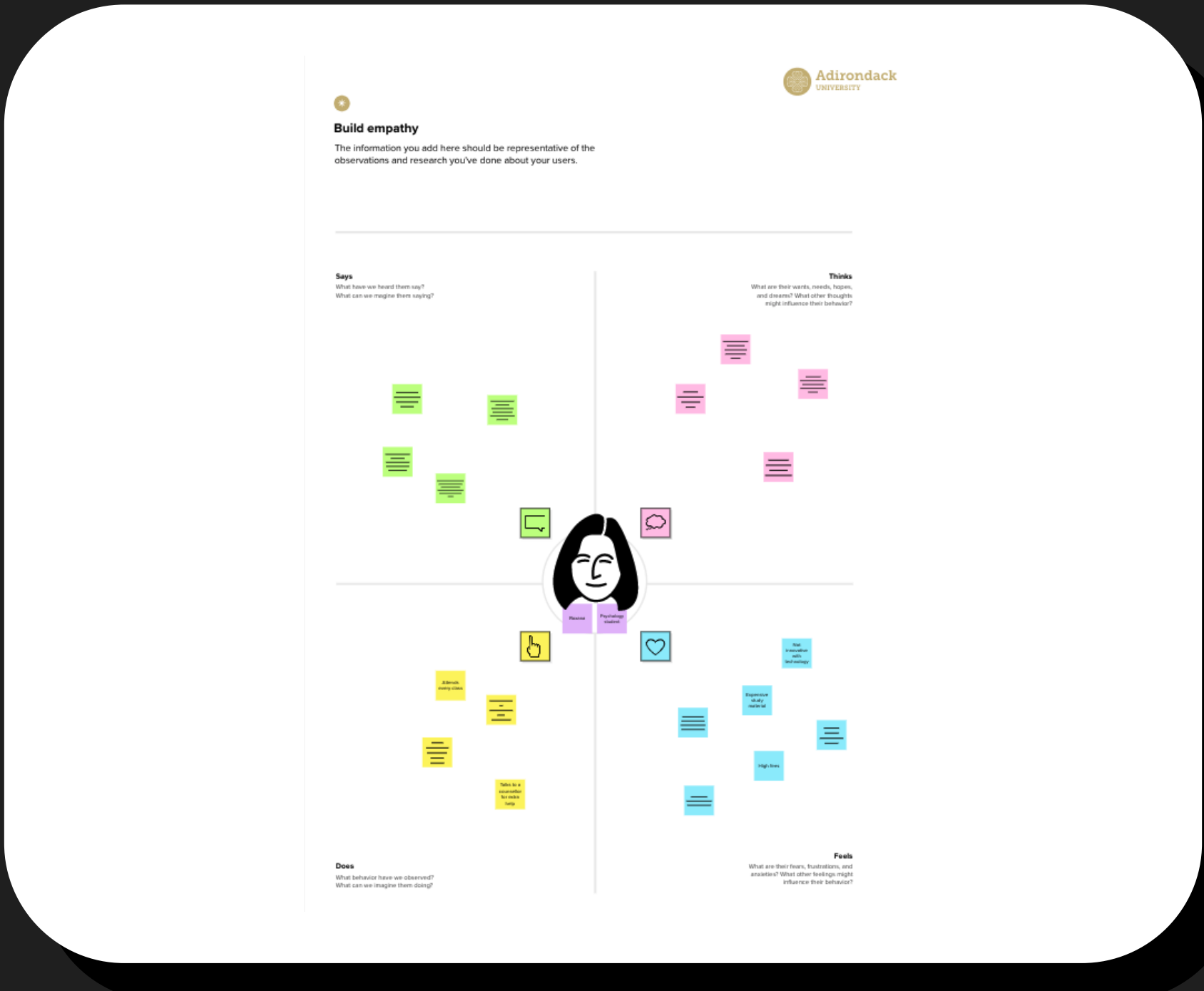


Empathy map


Aviation industry growth and change will likely result in safety threats different from those of the past. air travel in the united states has seen dramatic improvements in safety in the past 50 years....

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

Thinks

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

The accidents rate for jet carriers,which had improved steadily since jets were introced,essentially leveled out during the1980s and 1990s

The basic approach of the safer skies initiative- trying to aviod future accidents -has been the cornerstone of improvements in aviation safety

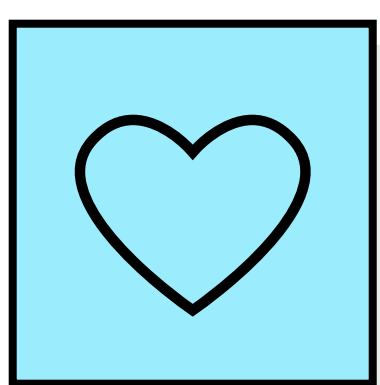
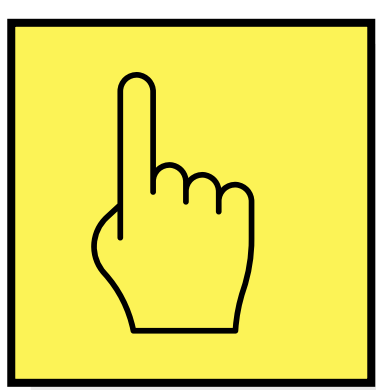
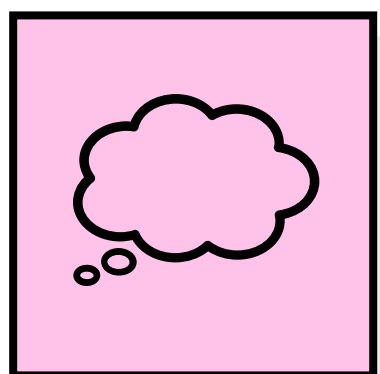
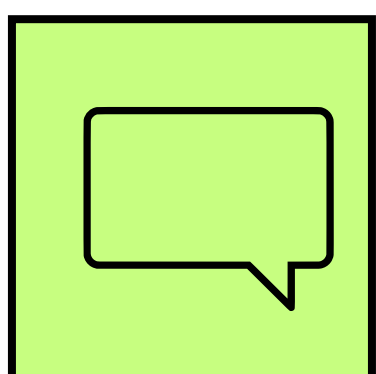
Type your paragraph...

First, it focuses on learning lessons from past accidents instead of also trying to anticipate the safety problems that are likely to emerge as the aviation system grows.

• – A Handley Page O/400 hits a tree and crashes at Golders Green, London, after failing to gain height following takeoff, killing four out of eight on board. 1922[edit]

A Caproni Ca.48 crashes at Verona, Italy, during a flight from Venice to Taliedo, Milan, killing all on board (14, 15, or 17 people, according to different sources)

The crash of Japan Airlines Flight 123 on August 12, 1985, has the highest number of fatalities for any single-aircraft accident: 520 people died onboard a Boeing 747.



Give them a name and a portrait to empathize with your persona.

An Air Union Farman F.63 Goliath crashes during an emergency landing at Marden Airfield, Marden, Kent, following failure of the right tailplane, killing two of six on board

nited Airlines Trip 34, a Boeing 247, crashes at Rice Canyon (near Newhall, California, United States) due to pilot error, killing all 12 on board.

Air France Flight 009, a Lockheed Constellation crashes into a mountain on São Miguel Island, Azores, Portugal, killing all 48 people on board, including boxer Marcel Cerdan and violinist Ginette Neveu.

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In the BSAA *Star Ariel* disappearance, an Avro Tudor IV disappears without a trace en route from Bermuda to Jamaica with 20 on board; the loss of the aircraft remains an unsolved mystery to this day, with the resulting speculation contributing to the Bermuda Triangle legend.

In the 1949 Strato-Freight Curtiss C-46A crash, a Curtiss Wright C-46A-50 Modified D, crashes into the Atlantic Ocean shortly after takeoff from San Juan, Puerto Rico. Of the 81 passengers and crew on board, 53 are killed.

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?

