



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?

- *Air transport allows people from different countries to cross international boundaries and travel other countries for personal, business, medical, and tourism purpose.*

- *Air transport is high-speed, and it can cover very long distance compared to other modes of transport. There are no chances of traffic jams and saves times.*

- *Air transport facilities integration into the global economy and provides vital connectivity on a national regional and international scale.*

- *Passengers wants efficient and safe flights with minimal delay.*

- *Airline passengers primary needs are to get to their desired destination on time, weather its for business, personal or leisure reasons, without losing their baggage*

- *Your odds of being a victims of a fatal plane crash are low, about less than 1 in 12 million.*



- *Ensure to carry all the necessary documents as mentioned in the travellers checklist.*

- *Ensure that yo do not carry any prohibited / banned items which are against the law always read the list of allowed\ banned items on the airlines website*

- *Bring your own personal medication onboard with you. Carefully follow any precautions from your doctors.*

- *They get to see incredible views of the world from high up above and it can be quite thrilling.*

- *To explore new places, meet new people and experience the world in a whole new way.*

- *Its like a roller coaster ride, but in the sky.*



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?