



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?

The team is also committed to ongoing research and development efforts to continuously enhance the routing system and explore new technologies that can further improve efficiency and reduce the industry's environmental footprint.

Wants:
- Efficient and reliable air travel: Passengers want airlines to provide convenient flight schedules, comfortable seating, and excellent customer service.
Needs:
- Connectivity: Businesses require reliable air transportation networks to facilitate global trade, import/export, and supply chain management.

"We ensure that goods and services can travel freely, supporting international trade and economic growth."

The team's analyses often involve mathematical modeling and computer simulations. They use techniques such as network theory, optimization, and data analytics to uncover patterns and trends in the network.

Hopes:
- Sustainable operations: Many aviation industry stakeholders hope for the development and implementation of green technologies to reduce carbon emissions and mitigate the environmental impact of air travel.
Dreams:
- Supersonic travel: There is a dream among some aviation enthusiasts to bring back supersonic travel, allowing for ultra-fast and efficient long-haul flights.

Economic considerations: Airlines may focus on routes that are profitable and have a high demand. Safety concerns: Airlines may avoid flying over conflict zones or areas with a high risk of terrorist attacks



Persona's name
Short summary of the persona

Hub-and-spoke system: The majority of air travel flows through a limited number of hub airports, which act as central connecting points for various airlines and routes.

Strong connectivity between major cities: Major cities around the world are highly interconnected, with frequent flights linking them together.

Developing new technology.
Improving air traffic management.
Expanding connectivity.
Enhancing customer experience.
Promoting sustainability.

Safety: Passengers have a fear of airplane crashes and other safety-related incidents.

Terrorist attacks: Since the September 11 attacks, there is a heightened anxiety about terrorism in air travel.

Network growth: The global air transportation network has been expanding over the years, with an increasing number of airports, routes and flights.

Delays: People are frustrated with flight delays, which could result in missed connections or other inconveniences.

Lost luggage: Passengers fear that their luggage may be lost or mishandled by airlines.

In addition to fear and anxiety, other feelings that might influence behavior in the global air transportation network include:

1. Excitement
2.Frustration
3.Trust
4.Confidence
5.Anticipation



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?