

Says

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

> **Fastest** mode of transport

Cheapest mode of travel

Is it safer to travel by air? **Thinks**

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

> can transport goods to areas that of easily accessible by othert means of transport

In terms of cargo sacurity

Provides only worldwide transportion network

Global Air Transportation

Transport passengers, icargo and other goods between different locations, whether domestic or international

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

Facilities intergration into the global economy and provides vital connectivity on a national, regional, international scale

Does

What behavior have we observed? What can we imagine them doing?

provides comfortable and more eficient

There are no physical barries

More environmentally friendly

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



