



### Says

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

creating, refining, and optimizing

a process of designing

creating and satisfy

everyday cleaning in tha airplane

important of people safty



### Does

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

### Thinks

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



it is tha fastest mode of transport

it is eco friendly

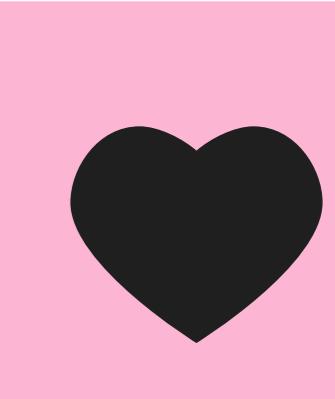
global air capacity recovering but yet to feel impact of omicron

feeling the pulse of global value chains air cargo and covid -19

global air cargo flows bettween countries

### Feels

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



See an example