



Says

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

American airlines  
is the biggest  
airline in world  
IATA-AA code in  
American airline

The most busiest  
international  
routes is cairo is  
the capital and  
largest city of  
egypt

The largest  
air transport  
market is  
north americ

Thinks

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



The tickets if  
there cost is  
normal price  
good

If there is air  
transportation  
in most city  
have very nice

Air transport  
in fuel costs  
very high so  
fuel cost in  
low good



DHANUSH V

Unlocking Insight  
into The global air  
transportation  
network

If your conumers  
need to move  
their products  
outside of  
country

The Network  
is very useful

It is one of  
the fastest  
modes of  
travel

The air  
transport is  
travel by  
time saving

The transport offers  
convenient, reliable  
and fast servies of  
transport

The  
transport is  
safe and  
comfortable



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?

