



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?



Travel

Global
economy

Economic
growth

Transfer of
people

Quick
transport

Vital
conectivity

International
Scale

Air
transportation

Speed

Cargo
security

Popping
sensation

Freedom

Sleepiness

Lack of
mental
sharpness

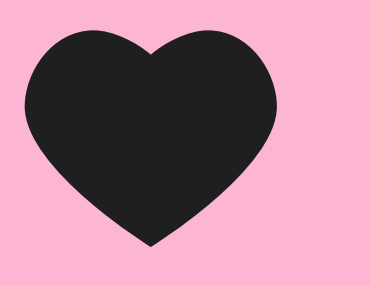


Does

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?



 [See an example](#)