



Says

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

People and goods can be moved from one place to another in the air by aeroplanes,jets,rockets,helicopters,and drones.

Air travel is a form of travel in vehicles such as airplanes,jet aircraft,helicopters,hot air balloons,blimps,gliders,hang gliders,parachutes,or anything else that can sustain flight.

Air transport facilitates integration into the global economy and provides vital connectivity on a national,regional,and international scale.



Thinks

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

Air transport is an important enabler to achieving economic growth and development.

Desire to reduce air travel needs to be aligned with other energy gaving behaviour.

An airport in a dream can suggest a problem that may take time to solve.



Persona's name
unlocking insights into the global air transportation network with tableau

A survey examines attitudes,norms and behavioural intention regarding air travel.

Segmentation techniques are used to target measures reducing the environment impact.

Behavioural theories are ineffective in explaining the response across segmenis.

People with aerophobia might feel intense anxiety before or during a flight.

This condition can interfere with your ability to travel for work or pleasure.

If aerophobia is affecting your quality of life,talk to your healthcase provides.



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?