



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?



satellite and  
terrestrial  
data

revenue  
maximization

cost  
reduction

flight path  
optimization

public  
transportation

predictive  
maintenance

concept  
>running queries  
>preparing data for  
analysis  
>collecting information  
from internal and  
external sources

"the air transport  
network opens up  
new sales markets  
and boosts  
production  
efficiency and  
investment"

support  
\*generating sales  
\*wider customer  
\*national  
economies

80% of firms  
report that air  
services are  
important for  
the efficiency

"air transportation  
supports and  
facilitates  
economic  
growth"



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](#)

Type your paragraph  
Type your paragraph  
Type your paragraph...