

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?



Air transport
has opened
up
accessibility to
remote areas.



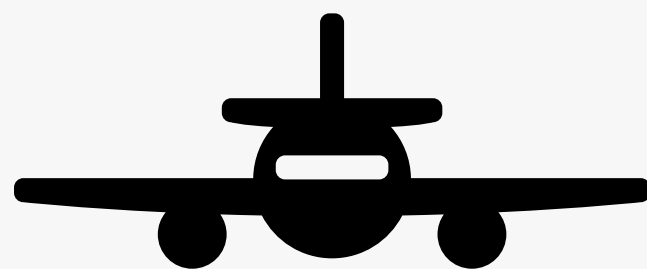
Airways are one
of the most
comfortable and
fastest modes of
transportation.

Speed, reliability in
terms of cargo
security, and
freedom from
limitations to
accessing remote
locations.

Connectivity
between people
and countries,
promote tourism,
and connect remote
communities.

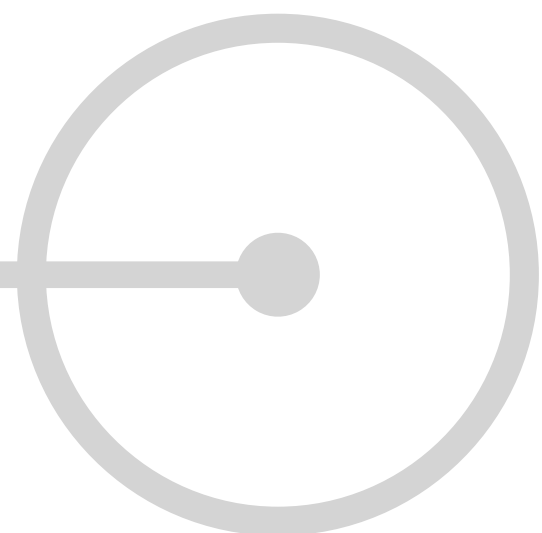
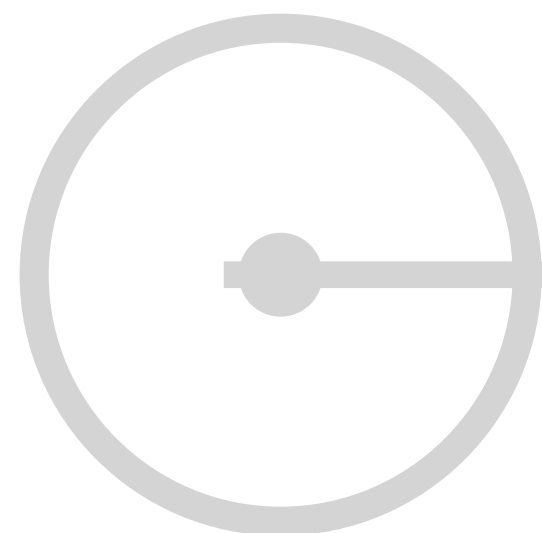
Air transport is
the transport of
goods and
passengers
through airways.

It is good
way to
travel.



GLOBAL AIR TRANSPORTATION
NETWORK

It is the fastest mode
of transport.



It has no
physical barriers
as in the case of
other mode of
transport.

Air transport is
that which
transports by air,
by means of
aircrafts,
airplanes, etc.

It require less
time. Air transport
provides
comfortable,
efficient and quick
transport
services.

Aircraft are the fastest
means of transportation
and therefore the most
suitable for shipping
products within the
supply chain that require
fast and agile delivery.

It is regarded as
best mode of
transport for
transporting
perishable
goods.

It is the fastest
mode of transport
and therefore
suitable for carriage
of goods over a
long distance.



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?