



Says

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

I want quick and easy steps for verification.

I don't want to feel ill while traveling.

Air hostesses service is good and proper.



Thinks

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

They think about the flight accidents.

Traveler think about the time duration.

Traveler wishes the good weather in departure country.



GLOBAL AIR
TRANSPORTATION
NETWORK

Information gathered from website.

Details got from the news.

Getting information from post-travelers.

Passenger inspection is staisfied.

I am so afraid when the flight is taken.

Passengers inside an airplane don't feel movement.



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?