



## Individuals Affected

- Passengers, employees of the airline, other employees of the airline
- Employees of the third party websites
- Women, men, children



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## Groups Affected

- Flights are bad for the environment so everyone could be affected
- The locals of popular destinations



2

## Behaviour

- Easier and quicker to book flights so more flights are booked
- More reliant on technology



3

## Relations

- Harder for people who are less familiar with technology
- Less face to face contact



4

## Worldviews

- Holidays abroad become more frequent



5

## Group Conflicts

- People spending more money on flights
- Airlines having more private information on customers



6

## Product or Service Failure

- Passengers can't board their flight



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## Problematic Use of Resources

- Loss of control over privacy and personal data
- The earth only has a finite amount of resources, we must be wise with the use of resources



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## What can we do?

- Transparency with what Ryanair will be doing with personal data
- Have a carbon offset scheme in place to offset the carbon dioxide from the flights



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## Uncategorised Ideas

