



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?

A few key facts
flying is the safest form of
long distance transportation
strict safety controls and
checks help ensure aviation
safety
airline accident rates
continue to decline with
improvements

Flight accident persantage
35%are caused by loss of control in
flight
21%are caused by controlled flight into
terrain
17%are caused by runway excursions
6%are caused by system or
component failures
5%are caused by touchdown off the
runway
4%are caused by abnormal runway
contact
2%are caused by fire

THE GLOBAL AIR TRANSPORTATION NETWORK WITH
TABLEAU

Mechanical errors
mechanical arrors represent
about 22%of all accidents as the
second most common cause of
aviation accidents
Mechanical errors can occur for
a few reasons it could be an
improperly maintained plane
part a dad part installation or
even a flaw in the planes design

Start by collecting
relevant data about the
global air transportation
network this could
include data on airports,
airlines, routes,
passenger number,
cargo volumes, and
more



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?