



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?

Super transporters
aircrafts designed
to transporters
large goods

Cargo aircraft
they exclusively
transport
goods.

Makes it possible
to cover markets
throughout the
world.

Airtransport is an
important enable
to achieving
economic
growth and
development.

Air transport
facilitates
integration into
the global
economy.

The movement
of passengers
and cargo by
aircraft such as
airplanes.



RUFUYA BANU
Global air
transportation

Transportation
of passengers
and good via
aircrafts.

The global air
transportation
market is
expected.

AIR
transportation
that passes
through the
airspace.

There is no such
thing as flat rate
shipping when it
comes to air
freight costs.

International
air freight can
cost between
\$0.50 - \$5.00
per Kg.

An important
enabler to
acheiving
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?