



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 travel is a form of travel in vehicles such as airplanes, jet aircraft, helicopters, hot air balloons, blimps, gliders, hang gliders, parachutes, or anything else that can sustain flight

Air transportation involves various components, such as air traffic control systems, airport operations, airline operations, aircraft manufacturing and maintenance, and regulatory and safety frameworks.

Air transportation is one of the most important segments of the transportation sector. It is widely used for transportation of both passengers and goods due to its convenience, speed, and efficiency. Airlines are the major providers of air transportation services.



Need: Acquire comprehensive and up-to-date data on global air transportation, including flight schedules, routes, airports, and passenger statistics.

Want: Implement predictive models to forecast passenger demand accurately. consider factors like seasonality, special events, and emerging travel trends.

Dream: Envision a future where affordable air travel connects even the most remote regions, fostering economic growth and cultural exchange.

Air transportation plays a critical role in connection people and business around the world. providing faster and more efficient transformation options than other modes of transportation.



Analyzing how airports are connected globally, identifying major hubs, and understanding the flow of passengers and goods through these hubs.

Studying airlines route choices, identifying patterns of route optimization, and assessing the factors influencing route selection.



Safety concern is the biggest fear faced by the passengers in air transportation. Passengers may worry about the possibility of accidents, mechanical failures, or terrorist incidents.

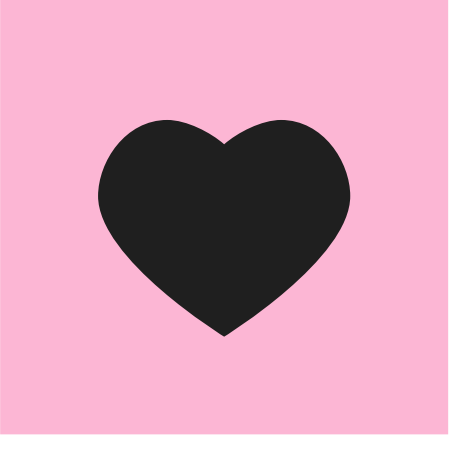
Frequent flight delays and cancellations can be a major frustration for travelers. Weather conditions, air traffic congestion, or technical issues can all contribute to these disruptions.

Extensive security measures can cause anxiety and frustration for passengers. Waiting in long lines, removing items for screening, and dealing with strict security protocols can be stress-inducing.



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?