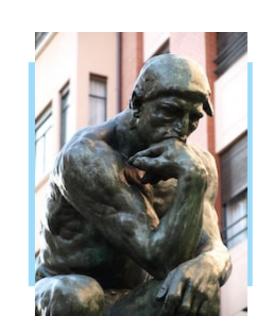


## Says

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



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



**Thinks** 

we need to improve our efficiency.

Data analyst can help us to optimize routes.

How can we reduce fuel cost?

Are there underserved routes we can capitalize on?

What passenger demographics should we target?

Understanding passengertrend is essential.



Global air transportation insights

Frustation due to rising operational costs.

collecting and analyzing flight data.

Seeking software solutions for data visualization.

Attending industry conferences for insights.

Excitement about the potential for data-driven decision - making.

Concern about environmental impacyts.

## 

## Does

What behavior have we observed? What can we imagine them doing?



See an example





What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

