



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?



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

collecting and
analyzing
flight data.

Frustration
due to rising
operational
costs.

Seeking
software
solutions for
data
visualization.

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

Concern about
environmental
impacyts.

Attending
industry
conferences
for insights.



[See an example](#)



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?

