



**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?



Lat..Long..  
High on Air

*Connecting .  
..continents*

*Versatile  
mode of  
Transport*

*one of the Key  
To the  
exploration  
of adventures*



Stat Wing...

Excited...to..  
fly...into  
Data...

Little  
Nervous  
too...

Cuoriosity...  
invasion

Data to be  
Driven  
Safely....

Strergizing  
Out Of the  
Box

Designing  
Decisions  
For Modern  
Aviation

*Perspectives  
to be  
analyzed*

Wanna  
Know...

Wanna  
Unlock the  
Sky...

Wanna  
Fly....

*World  
Wide  
Way...*



**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?