



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?



Global air
transpotation

As the global economy is becoming more and more connected, the aviation industry is one of the fastest transportation sectors.

The aviation industry provides a total of 87.7 million jobs worldwide.

It directly generates employment opportunities within the airlines

The aviation industry was among the industries most hit by the coronavirus pandemic

contributing to economic growth, especially in developing countries.

as governments around the world restricted non-essential trips to limit the spread of the virus

air navigation services providers and airport operators,

additionally creates jobs via the supply chain in the transportation of goods and services.

The pandemic erased two decades of growth in only a couple of months.

airports will need to spend a little over 2.4 trillion U.S. dollars in infrastructure

Air transport also provides entrance to international markets and assists in the progress of world trade.

Air transportation also plays an important role for tourism



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?