



Says

**SAYS.**

USER:  
I WANT TO BE  
ABLE TO TRACK  
MY FLIGHT IN  
REAL TIME.

AIRLINE :  
WE WANT TO  
PROVIDE OUR  
CUSTOMERS WITH  
A SEAMLESS  
TRAVEL  
EXPERIENCE.



AIRPORT:  
WE WANT TO  
MAKE SURE  
OUR AIRPORT  
IS RUNNING  
EFFICIENTLY.

AIRLINE:  
PRESSURE TO  
KEEP FLIGHTS  
ON TIME AND  
AVOID DELAYS.



AIRPORT:  
WE NEED TO  
FIND WAYS TO  
IMPROVE OUR  
OPERATIONS.

## **GLOBAL AIR TRANSPORTATION NETWORK**

USER:  
CHECK THE  
FLIGHT  
STATUS APP  
EVERY FEW  
MINUTES.



AIRPORT:  
INVEST IN  
INFRASTRUCTUR  
E IMPROVEMENTS  
AND TRAFFIC  
MANAGEMENT.

USER:  
ANXIOUS ABOUT  
FLIGHT DELAYS  
OR  
CANCELLATION  
S.



AIRLINE:  
PRESSURE TO  
KEEP FLIGHTS  
ON TIME AND  
AVOID DELAYS.

AIRLINE:  
INVEST IN DATA  
ANALYTICS AND  
VISUALIZATION  
TOOLS.

AIRPORT:  
STRESSED  
ABOUT  
TRAFFIC  
CONGESTION  
AND DELAYS.

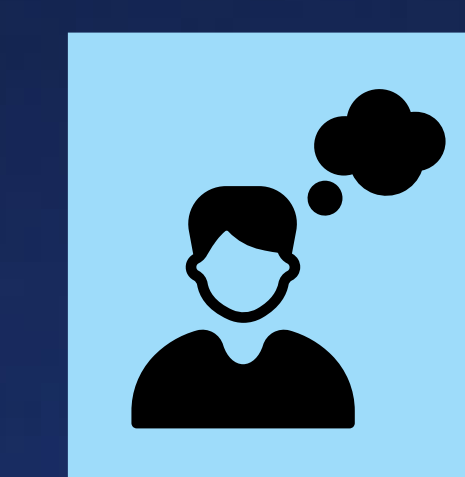


Does

**DOES.**

[See an example](#)

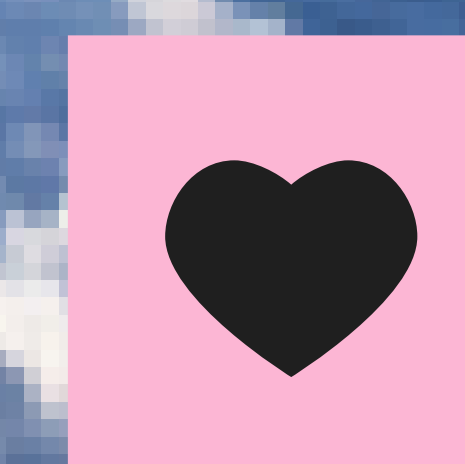
Thinks



**THOUGHTS**

USER:  
I NEED TO  
KNOW WHERE  
MY FLIGHT IS  
SO I CAN PLAN  
MY DAY.

Feels



**FEELS.**