



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.

Thinks



THOUGHTS

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.

Feels



FEELS.



Does

DOES.

[See an example](#)