



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?

Air transportation travel and cargo shipment offering speed and efficiency

it plays a businesses across the globe, making distant destinations accessible in a matter of hours

environmental challenges due to carbon emissions, prompting efforts to develop more sustainable

air transportation involves complex logistics, safety protocols and technology.

airlines must manage flight schedules, maintenance, crew, and passenger services

advances in aircraft design alternative fuels, and air traffic management



passengers may feel excitement anticipation or anxiety before a flight

airplanes transport millions of passengers worldwide daily, providing a rapid and efficient

aircraft are crucial in responding to emergencies, including

air transportation connect remote and underserved regions to the global economy fostering development and cultural exchange

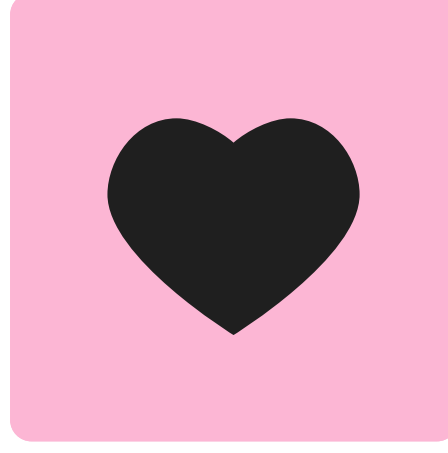
pilots and airline personnel involved in air transportation may have a sense of responsibility and dedication

the emotions associated with air transportation are personal and can vary widely depending on the individuals



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?