



Says

What have we heard them say?
What can we imagine them saying?



"I want convenient, affordable flights."

"Safety and Coordination are paramount".

"We need to optimize routes for profitability".



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

- Transfer ↘
- Baggage ↗
- Departures ↑
- Arrivals →

"How can we reduce costs while maintaining safety?".

"What are the safest and most cost-effective routes?".

"How can we manage increasing air traffic?".



UNLOCKING INSIGHTS INTO THE GLOBAL AIR TRANSPORTATION NETWORK



Book Flights, review safety records, and seek convenience.

Monitor and manage airspace, coordinate flights.

Invest in Fuel-Efficient aircraft, analyze data for route optimization.

Concerned about profitability and competitiveness.

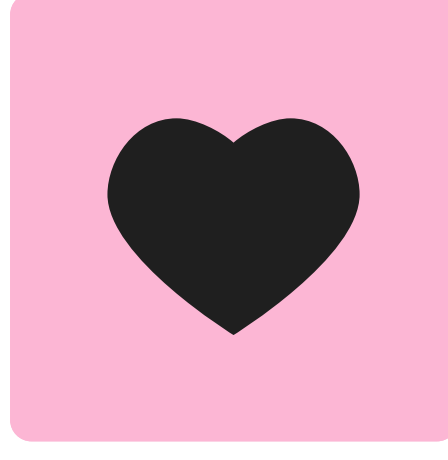
Seek peace of mind and comfort during travel.

Experience pressure to ensure safe skies.



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?

See an example