

Says

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

- Air transport is an important enabler to achieving economic growth and development.
- It is one of the fastest modes of travel.

- The air transport system general includes airports, ATC (Air Traffic Control) system and airlines.
- Air is the type of freight capable of traveling long distances in short periods of time.

- What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?
 - It generates economic growth, creates jobs, and facilitates international trads and tourism.
- Planes, jets, rockets, helicopters and drones.

Highspeed, Fast

service, natural

route, and there

is less need for

heavy

packaging.

It is more expensive. It has capacity limits.

Thinks



 To invent alternative energy sources. To use computer programs to reduce noise pollution.

 To enhance ULD management system (ULD-**Unit Load** Devices).

 Optimization of flight routes.

- Air transport provides comfortable, efficient and quick transport services.
- requires less time.
- It is suitable for carriage of goods over a long distances.
- It generates economic growth

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?

