



Says

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

Data
Network

Network
affects

Innovation
for
challenges

stakeholdes
collaborate



Thinks

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

Unlock
insights

Smart
Decision

Best mode

Cheaper
mode

Unlocking insights
into the global air
Transportation
Network

Require
skill

Regulators

Curiosity

Large
restriction

Large
investment

Exploration

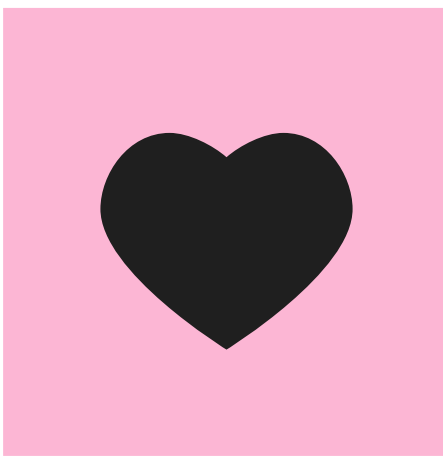
Rapidily

Affordable



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](#)