



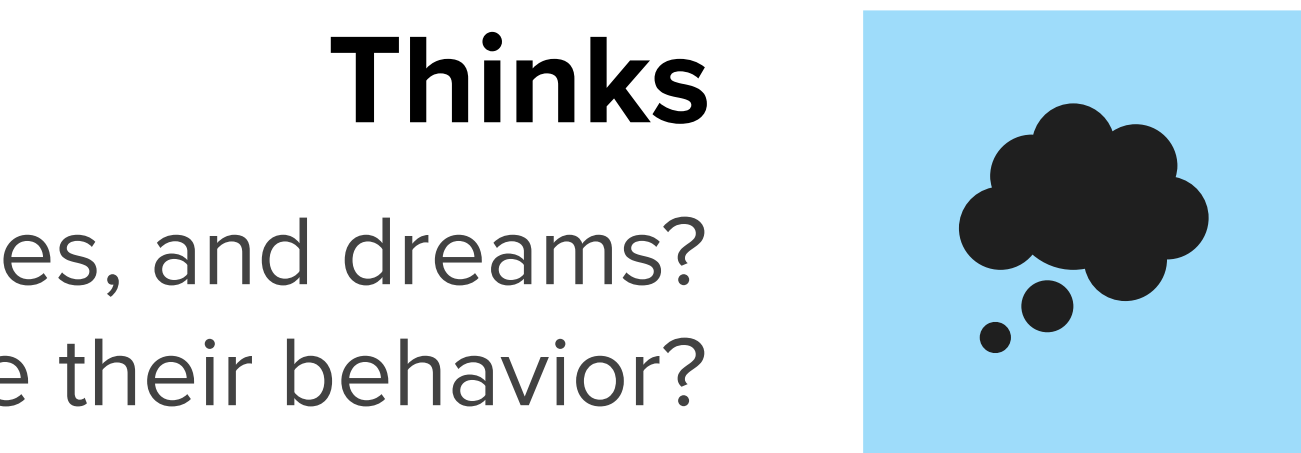
Says

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

Cargo aircraft:
they
exclusively
transport
goods.

Super
transporters:
aircraft designed
to transport large
goods.

Air transport is one
of the fastest modes
of public transport
which connects
international
boundaries.



Thinks

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

2024 will be
very challenging
for all
international
airlines

Overture is planned
to be capable of
travelling at around
1,300 km/h — faster
than the speed of
sound.

India is expected to
overtake China and
the United States as
the world's third-
largest air passenger
market in the next
ten years, by 2030,

Unlocking
Insights into the
Global Air
Transportation
Network With
Tableau.

Emissions from
aviation are a
significant
contributor to
climate change.

Flying is a
highly
controversial
topic in climate
debates.

This is significantly
more costly for its
services than land,
rail, and water
transportation.

Air travel has a
reputation for being
cramped,
uncomfortable, and
expensive,
particularly at peak
times.

It is the fastest
mode of transport
and therefore
suitable for carriage
of goods over a
long distance

In fact, most
airplanes can fly
for a surprisingly
long distance
with no engine at
all



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?