



Says

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

How Should I
Unlocking
Insights Into The
Global Air
Transporation
Network

How Do I
Understand
My Empathy
Map

How To
Unlock Into
The Global
Air



Thinks

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

Air POLUTION IS
ONE OF THE
BIGGEST
ENVIRONMENTAL
THREARS TO
HUMAN HEALTH

improveing air
quality can
enhance climate
change
midication effort

By striving to
acieve this
guidliness
levels



Persona's name

Short summary of
the persona

ozone high
up in our
atmosphere is
a food thing

it helps block
harmful energy
from the sun
called
radiation

outdoor air
polution kills more
then 3 million
people across the
world every year

but when ozone
is closure to the
ground it can be
really bad for
our health

causes health
problem from
asyhma to
heart

this is costing
societies very
large amount in
terms of the
values of lives lost
and ill health.



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?