

Says

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

They said they are unsatisfied that they cannot find the whole package for a vacation in the same place within their budget. And they also that they usually pay a high commission when going to the classic travel agency and usuall they area given limited options

They also hear friends using classic travel agencies to creating their vacation by their own with their own searches.

This global air transportation network dateset is a comprehensive commection of information on airports. airlines and their uses.

It generates economic growth.

Does

find the for a vacation the within their y also that a high

They see others usually using classic platforms such as Booking, Expedia, Tripadvisor etc.

Persona's name

Short summary of the persona

Avigation provides the only rapid worldwide transportation network, which makes it essential for global business.

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

HOPE:They hope to have anaplication which could find the best vacation package within their budget.

NEEDS:To spend limited amount of time; to have nice experience and not a complicated one onthe website.

Thinks

WANTS: To be able to find the best flight and accommodation within the same place and on their established budget.

The solution for airlines would be to shift to other models - a finance lease or the outtright purchase of an aircarft.

FUSTRATIONS: Not being able to find an app which could have the best vacation package on the applications on the market expensive time consuming.

FEARS: Not having enough options;of having to many options;wasting time & money; complicated websites.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



What behavior have we observed? What can we imagine them doing?



