



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



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

Don't need
to call a taxi
or cab

Fast Service

High
standard of
security

Traveling
long
distance in
short period
of time

Not
suitable for
all seasons

Connectivity on a
national,regional
and international
scale

Facilities
integration
into the
global
economy

Booking flight
tickets in
online is so
time
consuming

Popular
routes and
destinations



Persona's name
PASSENGER

Reduce the
cost

Speed of
the service

Improve
the services

Improve
the quality

High Cost

Air transport
used to
inaccessible
by other
transport
methods



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?