



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?



Persona's name

Short summary of the persona

It is difficult to know about the airline timing

it is hard to find the airline routes

It is hard to communicate with other in plane

It is hard to find budget friendly tickets

They need a airline at proper conditions

They want to book their seat where they want

They want safety assurance

They need proper refund when they cancel their tickets

some of them apply the ticket but finally cancelling it

They are choosing budget friendly tickets based on the companies

They feel uncomfortable to use one toilet for every passengers

They need want proper guidelines

They not having proper guidelines

How long it will take to reach the destination

They need a comfortable journey

They are not having proper communication with their friends



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](#)