Says

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

> Passengers: "I wish flights from my city were more affordable."

Type your paragraph...

Airlines: "We need to optimize our routes to reduce costs."

Type your paragraph...

Airports: "Improving our amenities could enhance

passenger satisfaction."

Wants: Affordable airfares, convenient flight schedules, comfortable travel experiences, safety, and security.

Needs: Reliable and ontime flight, clear communication during disruptions, has sle-free booking and check-in processes, accessibility for passengers with special needs.

Thinks

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

Hopes: Seamless travel

services, environmental

sustainability, and loyalty.

experiences,

personalized

rewards.

Type your paragraph..

AIRWAYS TRANSPORTATION

Persona's name

Short summary of the persona

Trust: Trust in airlines, airports, and regulatory bodies can strongly influence passengers'decisions to fly and thier choice of airline. Trust in safety measures and reliable services is paramount.

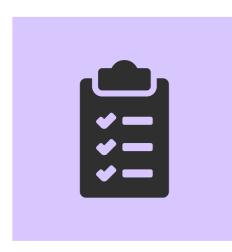
Fears: Fear of flight delays and cancellations disrupting travel plans. fear of safety and security issues, including terrorism and accidents.

Frustrations: Frustrations with hoidden fees and unexpected charges when booking flights. Frustrations with crowded airport and long security lines.

Passenger booking behaviour: Analyzing when passengers tend to book flights such as in advance or last- minute.

Environmental conciousness: Travellers may incresingly choose airlines with strong environmental commitments or opt for more sustainable options like electric planes or carbon offset programs.

Flight operation behaviour: Tracking airlines' Punctuality and observing any patterns of delays



Does

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



Feels

