



Says

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

- Direct flight
- Routes b/w flights
- Technical error
- Delay in airlines



Thinks

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

- Seats available in flight
- Schedule and non schedule flights
- Economy range of flights
- Available flights



Globe Air  
Transportation Network

Short summary of  
the persona

- Interactive network map
- Connecting flights
- Perfect picture of airlines
- Connecting routes

- Survey
- Collection data
- Feedback
- Through airlines



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?