



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?