



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

route details

collection of information on airports,airlines

information of cities,countries,altitudes,etc

integration into the global economy

connectivity on a national and international scale

generate trade,tourism,employment opportunities

fastest mode of transport

ecofriendly

beneficial during emergencies

higher costs

not suitable for all goods

pay taxes at each one



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?