



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?

Efficient route management ,understanding passenger preferences,minimizing operational costs.

Real-time data on aircraft performance,weather,and airspace congestion.A seamless and efficient operation with minimal disruptions.

Safety is always the top priority.I need up-to-date weather and technical reports.

Updated navigation systems. Continuous training and simulation exercises.

Leading the industry in customer satisfaction and profitability.Expanding into emerging markets effectively.

Efficient communication with air traffic control and ground crew.To maintain a spotless flight record.Piloting a range of aircraft and perhaps one day becoming a trainer for new pilots.



Persona’s name  
Short summary of the persona

Pilots have a significant fear of any situation that could compromise the safety of their passengers and crew.This includes weather-related challenges,technical malfunctions,or air traffic issues.

Feeling out of the loop might push them to over-communicate or check-in more frequently.

Weather conditions,especially severe turbulence or storms, can cause anxiety for pilots.They must navigate and make decisions in real-time to ensure a smooth flight.

Flight delays can be frustrating for pilots as they disrupt schedules,cause passengers discomfort,and sometimes lead to additional work hours. Long delay can lead to crew fatigue.

Joining online communities,webinars,or virtual workshops to stay connected and continue learning.

Some might opt for co-working spaces periodically or organize meet-ups with local colleagues or other remote workers to combat feelings of isolation.



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?