



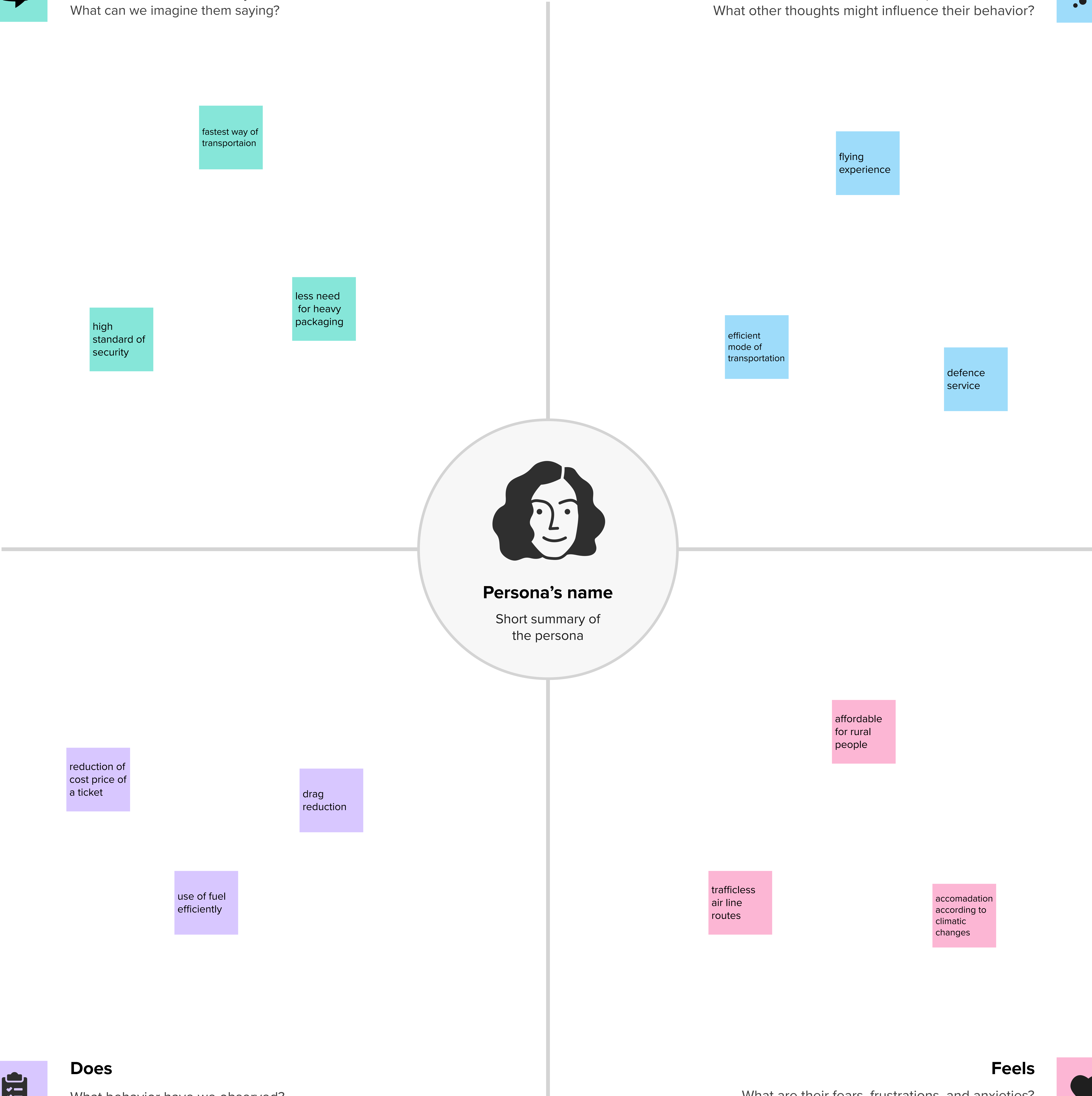
Says

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?



fastest way of
transportaion

high
standard of
security

less need
for heavy
packaging

flying
experience

efficient
mode of
transportation

defence
service



Persona's name
Short summary of
the persona

reduction of
cost price of
a ticket

drag
reduction

use of fuel
efficiently

affordable
for rural
people

trafficless
air line
routes

accomadation
according to
climatic
changes



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?

 [See an example](#)