



Says

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

Fastest
mode of
transport

Costliest
mode of
transport

Helps to
travel long
distance

High security
transportation



Thinks

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

Adopting new
technologies like
electric or hybrid-
electric propulsion
systems, which may
offer cost savings in
long run

Helps for
mobility of
millions of
people
everyday

Implementing
predictive
maintenance
techniques to
reduce unscheduled
maintenance and
increase availability

upgrading modern
avionics systems that
offer better navigation
and communication
capabilities,as well as
improved fuel
efficiency



Persona's name
Short summary of
the persona

Commercial
purposes

Air transport
connects
international
boundaries

Transportation
of passenger
and goods
through
aircraft

Air transportation
plays a crucial
role in connecting
people and
businesses
globally

Fastest
mode of
travel

Enormous
investment

More
convenient
and
comfortable

Able to see
persons in
abroad
easily



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?