



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

Air transportation in India was started in 1911. It is managed by Air India

Passenger flights – This can include public and private flights. Many people rely on the aviation business for their domestic or international travel requirements. This can be further split into business and leisure travel

By facilitating tourism and trade, it generates economic growth, provides jobs, increases revenues from taxes, and fosters the conservation of protected areas.

Indigo, Air India, Spicejet, and GoAir are the major transit corporations. India's is the world's third-largest domestic and overall civil aviation sector.

Easy access: Air transport can transport goods to areas that are not easily accessible by other means of transport. Suitable for transporting high-value or perishable goods over long distances.

Lack of confidence, existing personality traits, embedded belief patterns, unwelcome criticism, lack of support and exposure to physical factors such as hypoxia can result in this belief of helplessness and inability to take action.

air traffic controllers, and many other operators who communicate with other people are trained to maintain a calm demeanour at all times.

there are considerable variations in the behavioural styles of different operators.

Airline management is the process of overseeing and coordinating various activities to ensure a smooth and profitable operation of an airline. It includes several aspects such as operations, finance, marketing, and customer service.

changing customer expectations, environmental regulations, security threats, and technological innovations

globalization, sustainability, ethical conduct, ineffective communication, and system design

Positive emotions can lead to positive feelings, such as happiness, pride, and enthusiasm, which in turn can lead to greater job satisfaction and productivity. On the other hand, negative emotions can cause employees to feel stressed, envious, and resentful, which can lead to decreased motivation and performance.



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?