



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?

International
civi aviation
days
celebrated
on7th
december

the aviation
industry faces
the twin
challange of
keeping casts.

indian has
moved up in
global aviation
safety ranking

singapore
tops global
aviation
safety
ranking

ATNis an
eample of
transport
network and
spatial netwons

down and
meeting ever
tightiening
safety
requirements

four year ago
india was ranked
102 nd in the
global aviation
rankings



Persona’s name

Mohan.V
Mohammed salman
Nagesh.M

aviation is
important for
many
reassons

all ows the
transfer of peple
merchandise an
mail in drcraft

air travel confributes
toincreasing
consomer benefits
and choices
creating jbs and
generting numbers

E traking
provides
deatailed
accreate update
about cargo
arrival times.

aviation allows
peple to connect
globally
regaledless of
distance

not only do i will
very safe when
fly. but its a new
feling when i am
at such high
altitude



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?