



Says

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

Group email from coworkers about flight schedules

scheduled trip on work calender

travel apps,blogs,booking sites all open on her phone an browser

Group teat with hs friends an family about travels



Thinks

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

I had like to travel some where new this vacation season where to?

I am flying out early will the terminal have a starbucks or a coffer place?

It's holiay season so I should plan my trip early enough in advance

I have no idea where to go after my flight.I'm worrie I'll get confuse or lost.



Persona’s name

unlocking insights
ints the global air
transportation
network with tableau

Researching airport terminal and plane amenities (mainly wifi)

Charging her phone well in advance before her trip

Looking up directions to get to final destination from arrival airport

Checking for any weather updates or flight delays leading up to day of flight.

First_fine or infrequent travelers who hold up security lines

Not getting service to be able to text family /friends when he lands.

Travel information scattered across devices_feels disorganize.

Apps that drain her phone battery while travelling.



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