

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?



Group email from coworkers about flight schedules

scheduled trip on work calender

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?

travel apps,blogs,booking sites all open on her phone an browser Group teat
with hs
friends an
family about
travels

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'will 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)

Looking up

to final

directions to get

destination from

arrival airport

Charging her phone well in avance before her trip

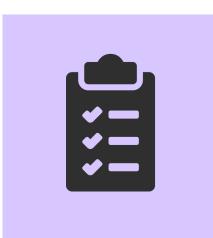
Checking for any weather updates or flight delays leading up to day of flight.

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 phon battery while travelling.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



