What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



I want to enhanced operational efficiency

Route analysis

I want to enchance supply chain management

Better risk management

Passenger demand and behaviour

Fleet management



Persona's name

Short summary of the persona

Analyze flight frequencies between different airpots helping air lines

Business to make data-driven decisions enhance operational efficiency

Feels excited

Improve the overall travel experience for passengers

This can be valuable for airlines seeking to optimize their operations minimize fuel cost

Maximize revenue

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?



