

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?



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Short summary of the persona

Users say that the global air transportation network is complex and vast.

Users express frustration when their flights are delayed canceled or when they encounter other travel disruptions.

They mention the need for efficient and reliable systems for air travel.

Airlines airport authorities aviation consultants researchers regulators.

Enhanced visualization interactive dashboards ease of data exploration.

Complex interconnected network of airlines routes airports and passengers.

Complexity of data integration diverse data formats real-time data updates.

Users rely on the air transportation network for business trip vacations and family visits.

They research and book flights using various online platforms and travel agencies.

Users navigate through airports checking in going through security and boarding flights.



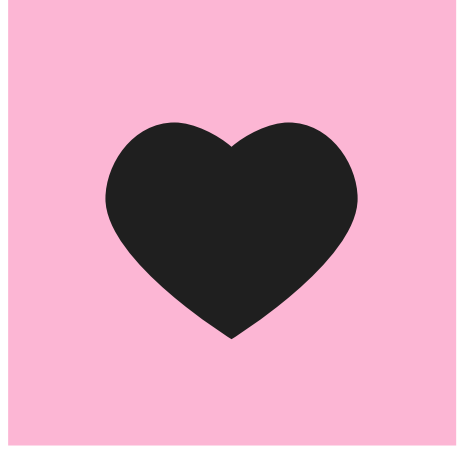
Users feel a sense of excitement and anticipation when planning a air travel.

They feel relived when their flights or on time and without distrubtion.

Users value the convenience and time-saving aspects of air travel.

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](#)