



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?



Feels

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



Does

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



Persona's name

Short summary of the persona

I want to experience a reliable fast connection.

The air routes is always busy since many people need to get migrate.

Physiological needs : food with affordable price, proper sanitation, rest,wifi.

Security is the second level that includes a safe place to set your things and not to worry about others.

Proper security check.

They may need bulk seats which is expected to be more spacious.

It is the fastest mode and suitable carriage of goods over a long distance.

Type your paragraph...

The pressure of reaching the airport on time, making your way through crowds and security,lead to stressed behaviour.

Refusal to comply with safety instructions.

The frustration of flight delays.

Stressful situation like jet lag, behaviour of another passenger on board who is annoying.

Grabbing their seats which is one of the annoying behaviour.

They may feel anxiety because of lower oxygen concentration.