

Says

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

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

EXPLORE THE

THOUGHTS,

GOALS, AND

MOTIVATION

DOCUMENT THE

EMOTIONS YOURS

PERSONAS

EXPERIENCE

DURING THEIR AIR

TRAVEL JOURNEY

What other thoughts might influence their behavior?

GATHER DATA FROM RELIABLE SOURCES

I WANT TO FIND THE BEST FLIGHTS QUICKLY AND HASSLE FREE

ESSENTIAL DATA POINTS INCLUDE FLIGHTS ROUTES, AIRPORTS, PASSENGERS NUMBERS, FLIGHT DELAYS

PROVIDE DOWNLOADABLE DATASETS FOR IN-DEPTH ANALYSIS

INCLUDE A USER FRIENDLY INTERFACE WITH FLEXIBLE SEARCH OPTIONS



Persona's name

Short summary of the persona

GOVERNMENT AGENCIES MAY CONDUCT SECURITY CHECKS, AND TRAVELERS MIGHT BOOK FLIGHTS ONLINE

AIMS TO SAVE TIME AND MONEY BY ACCESING RELAIBLE AND TRANSPARENT FLIGHT INFORMATION

I CAN IDENTIFY COST-SAVING OPPORTUNITIES AND IMPROVE OPERATIONAL EFFICIENCY

TRAVELERS MIGHT FEEL STRESSED DURING DELAYS, WHILE AIRPORT STAFF MAY FEEL PRESSURE TO MAINTAIN SAFETY

HOPEFUL FOR USER FRIENDLY DATA VISUALIZATION TOOLS TO SIMPLIFY ANALYSIS AND MAKE DATA DRIVEN DECISIONS

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?

See an example