



Says

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

creating,refining,and
optimizing

a process of
designing

creating and
satisfy



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

it is tha
fastest mode
of transport

it is the
cheapest
mode of
travel

it is eco
friendly



Persona's name

Short summary of
the persona

everyday
cleaning in
tha airplene

drink the
cleaning bowl
that poople
asked for

important of
people safty

global air
capacity
recovering but
yet to feel impact
of omicorn

feeling the
pulse of global
value chains
air cargo and
covid -19

global air
cargo flows
between
countries



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?