

## Says

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

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



**Thinks** 

creating,refining,and optimizing

> a process of designing

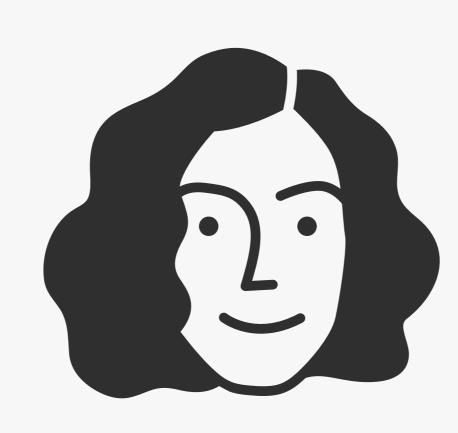
it is tha fastest mode of transport

it is eco

friendly

it is the cheapest mode of travel

creating and satisfy



Persona's name

Short summary of the persona

everyday cleaning in tha airplene

cleaning bowl that poople asked for

drink the

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 bettween countries

important of people safty



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



See an example



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

