



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?



Persona’s name
Short summary of the persona

i don't have time for this

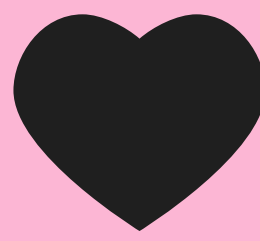
oes jamie appreciate the profile set-up?

there's not enough info on the website

is jamie ever excited or hopeful?

what is jamie's level of trust?

frustrated-my needs are being ignored



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?

this global air trasportation network dataset is a comrehensive collection of information on airports,airlines and their routes.

This dataset has been compiled through meticulous labor by researchers all over the world to give you a comprehensive detail into air transportation networks from around the globe.

It contains information such as names, cities, countries, codes (IATA and ICAO) longitudes, lattitudes and altitudes of airports across the world with detailed time zone and daylight saving time data

who does jamie talk to?

ignores marketing emails

avoids calling anyone on the phone