



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?

Its ability as an economic engine to generate & support jobs, strengthen trade and connectivity between people and countries ,promote tourism and connect remote communities.

wants: safety& security  
  
Need:  
understand problems  
  
Future:  
the growth in aviation sector will fuel tourism.  
  
Hope:  
provides Free Flight For escorts when requested in the application.

Influence:  
\*demand pattern  
\*network connectivity  
\*competing airports  
\*physical capacity

High standard of security ,natural route, there is less need for heavy packaging.

Air transport is an important enabler to achieving economic growth and development.  
High speed, air is the type of height capable of traveling long distances in short periods of time.

Behavior:  
speed, reliability in terms of cargo security.



Persona's name

Short summary of the persona

observed:  
\*punctuality  
\*Queuing  
\*In-flight experience  
\*Baggage delivery  
\*Airport Facilities

I would imagine maintaining a balance between safety & comfort is the biggest challenge for a flight attendant.

IT would be important to keep them and others calm while a solution can be found.

Fears:  
is an extreme fear of flying separate fear from danger.  
  
Frustrations:  
I feel flight cancellations ,overbooking of flights & reservation problem.

Anxieties:  
Anxieties is a feeling of fear, dread & uneasiness, nervous.

behavior is affected by emotions is through motivation, which drives a person's behavior.  
Ex:  
\* We may attack .  
\*we are angry.  
\*we may run away.  
\*we are fearful.



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?