



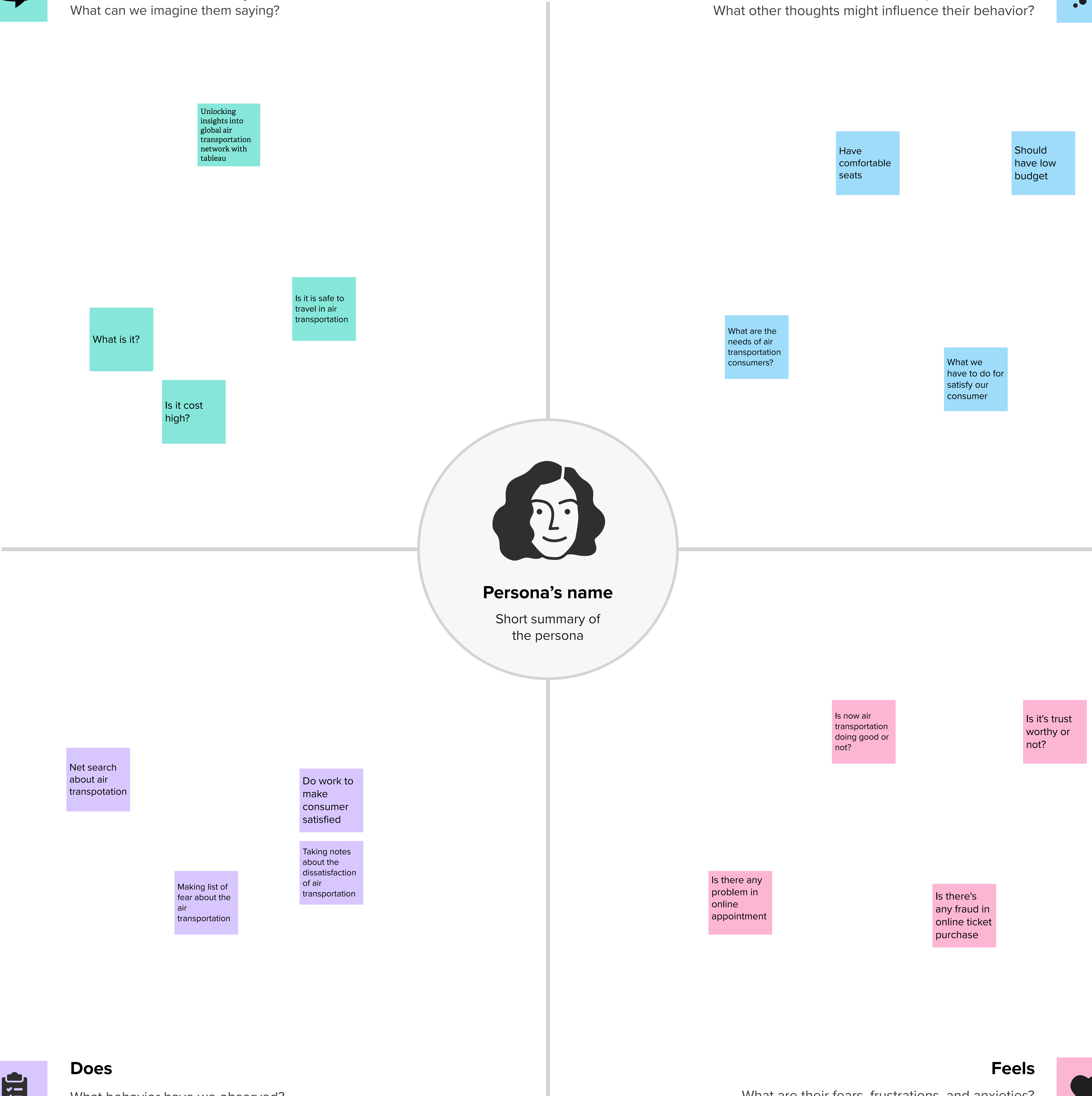
Says

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?



Unlocking insights into global air transportation network with tableau

What is it?

Is it cost high?

Is it is safe to travel in air transportation

Have comfortable seats

Should have low budget

What are the needs of air transportation consumers?

What we have to do for satisfy our consumer



Persona's name
Short summary of the persona

Net search about air transpotation

Do work to make consumer satisfied

Taking notes about the dissatisfaction of air transportation

Making list of fear about the air transportation

Is now air transportation doing good or not?

Is it's trust worthy or not?

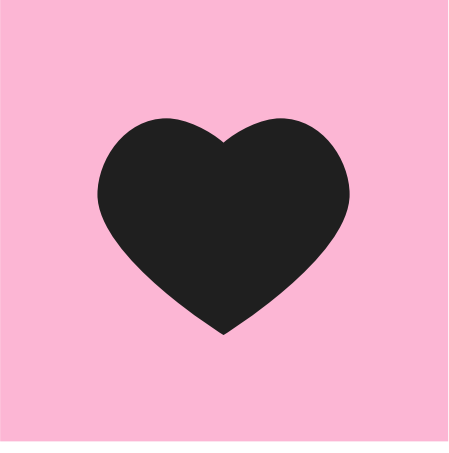
Is there any problem in online appointment

Is there's any fraud in online ticket purchase



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?