



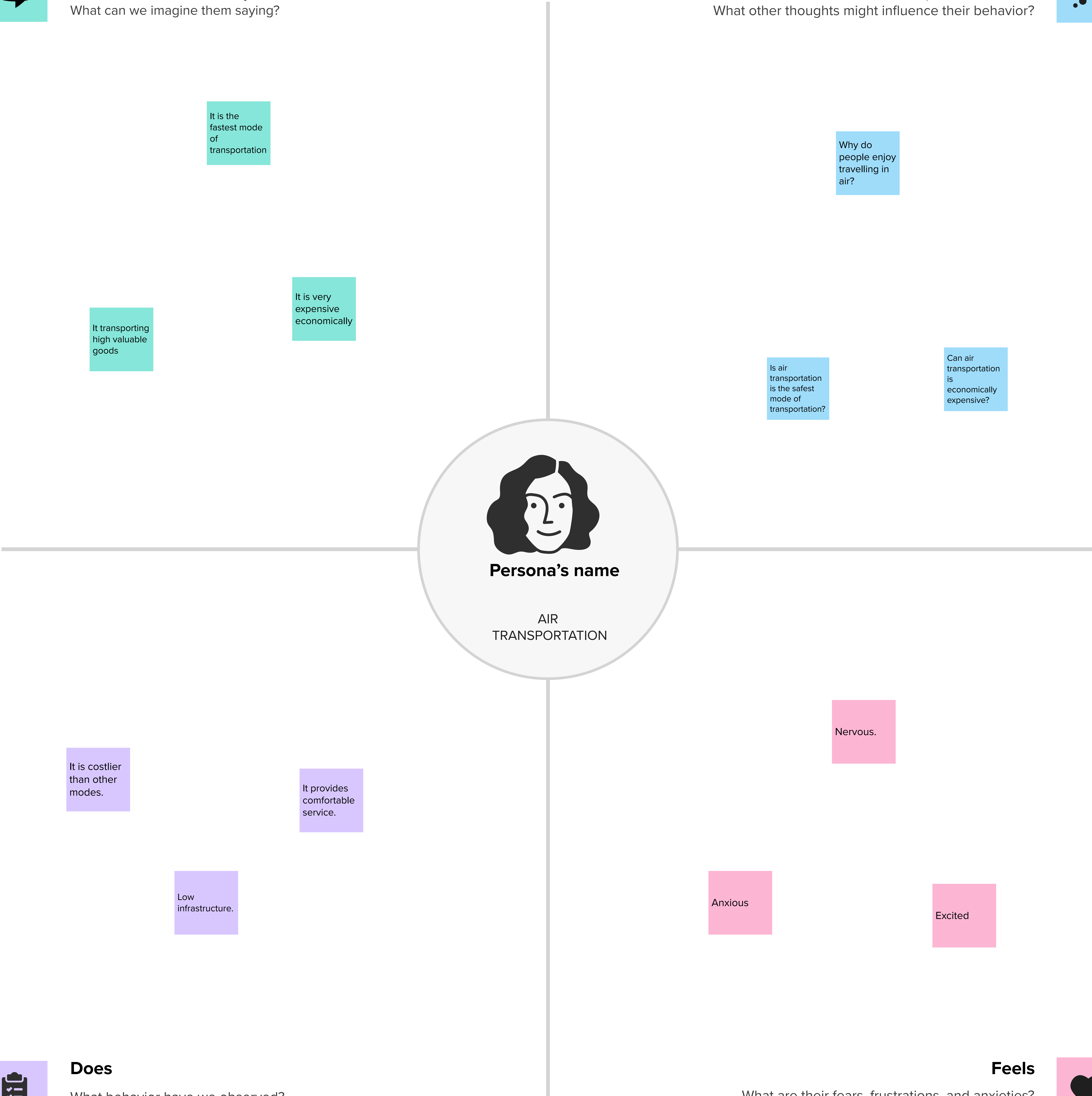
Says

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?



It transporting high valuable goods

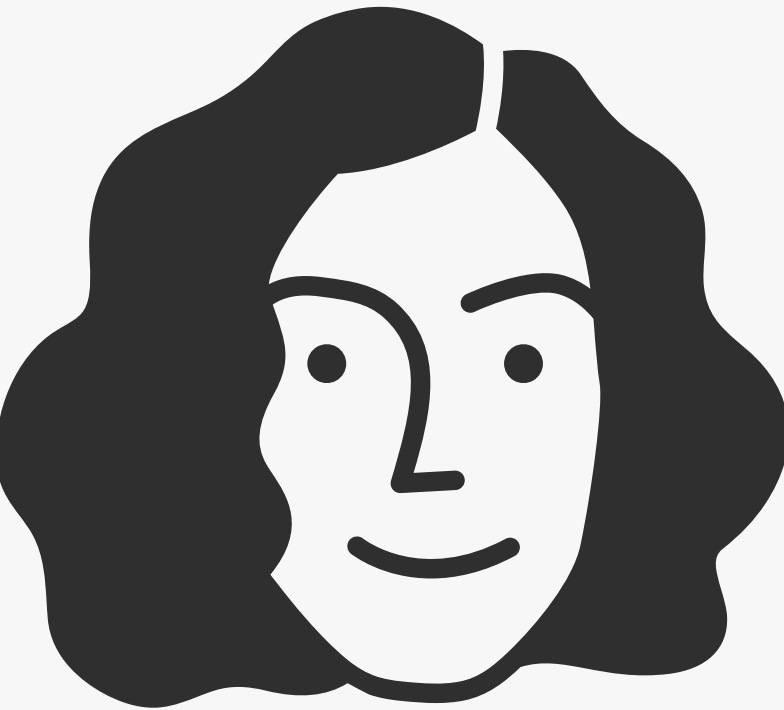
It is the fastest mode of transportation

It is very expensive economically

Why do people enjoy travelling in air?

Is air transportation is the safest mode of transportation?

Can air transportation is economically expensive?



Persona's name

AIR
TRANSPORTATION

It is costlier than other modes.

It provides comfortable service.

Low infrastructure.

Nervous.

Anxious

Excited



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?