



**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?

Air India Flight 182 was an Air India fight operating on the Montreal–London–Delhi–Bombay route

On 23 June 1985, it was operated using Boeing 747-237B registered VT-EFO

Aeroplanes were invented by the Wright brothers in the year 1903, on the 17th of December

Aeroplanes are man-made aircraft with wings that can fy around the globe against gravity.

Aeroplanes are parked, when not fying, in a designated area called hangars

There are different types of aeroplanes such as passenger aeroplanes, cargo fights, private jets, fghter jets, etc.



**Persona’s name**  
Short summary of the persona

On 23 June 1985, it was operated using Boeing 747-237B registered VT-EFO

It disintegrated in mid-air en route from Montreal to London, at an altitude of 31,000 feet (9,400 m) over the Atlantic Ocean

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**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?