



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 transport is an important enabler to achieving economic growth and development.

Air travel contributes to increasing consumer beefits and choices, creates jobs and generating numerous economic benefits.

To market goods and products internationally or to deliver samples and documents related to foreign trade operations.

Air transport can transport goods to areas that are not easily assessable by others means of transports.

Small world network is defined as number of nonstop connections from a given city and no of shortest paths

Generating economic growth provides jobs, increase revenurs from taxes, and fosters the conservation of protected areas.

suitable for transporting high value are perishable goods over long distance.

Air transport is one of the fastest modes of travel.They also prove to be extremely useful during the times of natural calamities wars and other emergencies.



Persona's name

Short summary of the persona

A complex network which has the properties of small world networks and scale free networks.

Air transport is one of the fastest modes of public transports which connects international boundaries.

Global warming and is a pollutant in the lower atmosphere whereas it destroys the stratosphere ozone layer in the altitudes.

Meeting those ever evolving customer demands is one of the important futire challenges in transportation networks.

Air transport is the fastest mode of transport and therefore suitable carriage of goods Ove a long distance.

Air transport facilites integration into the global economic and provides vital connectivity on a national regional and international scale.

Congestion at seaports, on railways at border crossings and on freeways occurring as a result of globalization causes potentially unnamageable strain on infrastructure.

Cost of fuel, poor weather predictions. The cos of fleet maintance .



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?

