## 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.

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

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

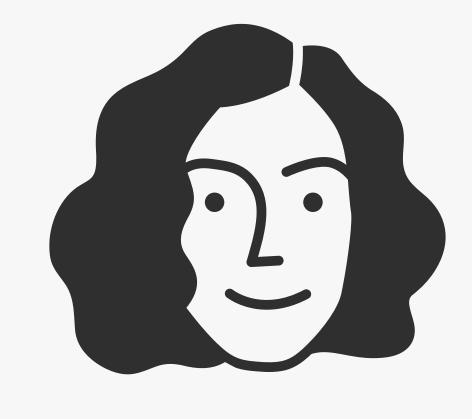
Generating economic growth provides jobs, increase revenurs from taxes, and fosters the conservation of protected areas.

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

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

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

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 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.

Air transport is one

of public transports

which connects

international

boundaries.

of the fastest modes

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

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

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

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

> > **Feels**

What behavior have we observed? What can we imagine them doing?

## Does

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



