



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?



Persona’s name

Short summary of the persona

I love booking flights because it means I'm going somewhere.

I wish airline website had price comparisons, although its not really practical

The process is intuitive to me and I don't struggle with booking flights

I wish there was a more efficient way to do this

I want airline websites to show me comparable flights

This is really tedious and I would rather be doing anything else

Will stop searching and choose a good enough price to be done with it.

Uses secondary sites to filter, books through airline site for best price

Searches by date and always checks the "low fare" calendar to see which days are cheaper.

Does not enjoy scouring the internet for best deals

The process takes a lot of time and effort.

The options are never perfect



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?