



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 transportation provides significant economic and social benefits.

The importance of air transportation lies in its ability as an economic engine to generate and support jobs.

Air transport network aims airline companies to organize their routes in a cost-efficient way and therefore maximize their profit.

No faster transport service than air transport.

It is the fastest mode of transport and therefore suitable for carriage of goods over a long distance.

Air transportation is an important part of achieving economic development and growth across the country.

The air transportation network is a scale-free , small-world network.

Says about collection of information on airports ,airlines and their routes.

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

Deliver items quickly over long distance give you high level of security for sensitive item.

Air transport allows people from different countries to cross international boundaries and travel other country for personal business , medical and tourism purposes.

They provide employment opportunities and generate revenue through taxes , fees and other charges.



Persona's name

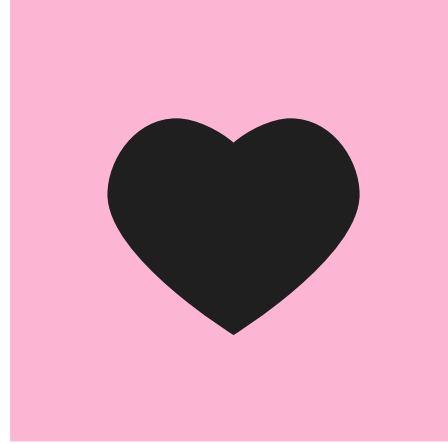
Short summary of the persona

 See an example



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?