

Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?

To needs accomplish that, they rely heavily on subtle design

and human

psychology.

What other thoughts might influence their behavior?

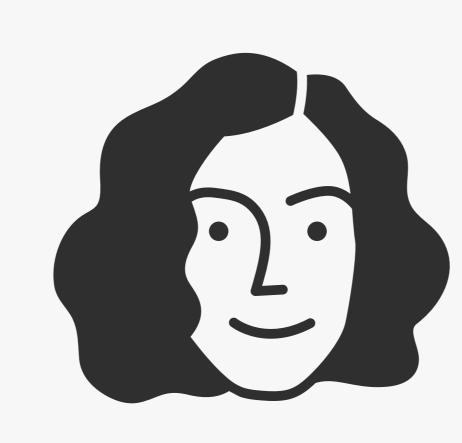
Passengers want convenience when they plan their travel and when choosing their depature point.

Certain qualities
like comfort, a
smooth flight,
and prompt
service.

Airlines are en route to a profitable, safe, efficient, and sustainable future.

more importantly, it is clear that IOSA helps to improve safety.

we can also be impressed by the industry's safety record.



Persona's name

Short summary of the persona

The top airports by number of routes, destinations, or passengers.

The most popular or busiest routes by frequency distance, or duration.

The trends and patterns of air travel over time or by season.

Some of the fear are air turbulence, takeoff, and landing.

Stress of packing and planning many passengers feel anxious about packing their luggage.

Air travel often invloves long waits at tha airport.

Does

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



See an example

Feels



