



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

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

To needs accomplish that, they rely heavily on subtle design and human psychology.

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

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

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

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

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 involves long waits at the airport.



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?