



Says

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

1.Pandemic Impact;
The covid19 pandemic severely impacted the aviation industry ,leading to travel ,reduced flights and financial on airlines

2.global connectivity; Air travel enables rapid connections between distant locations ,business transactions cultural exchanges and humanitration ,cultural

3.Challenges; The industry faces challenges such as fluctuating fuel prices ,congestion at major airports

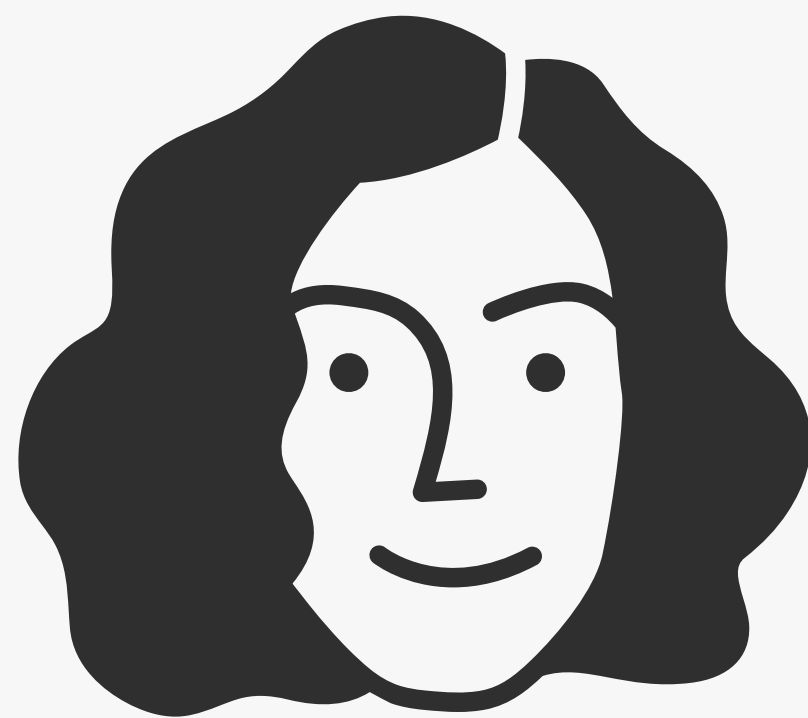


Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

1.Air traffic volume; the number of passengers and cargo transported by air has been steadily increase over the years

2.Economic impact;
The Aviation industry contributes significantly to the global economy creating jobs and stimulating economic growth in various sector



Persona's name
Short summary of the persona

1.Anxiety and stress ;for some air travel can evoke feelings of anxiety and stress due to security produces or fear of flying

2.Network of airports; Airports serve as critical hubs for connecting flights acting as gateway different regions of the world

1.Tourism and Travel; air travel allows people to explore different cultures and destinations ,boosting the tourism industry and cultural exchange

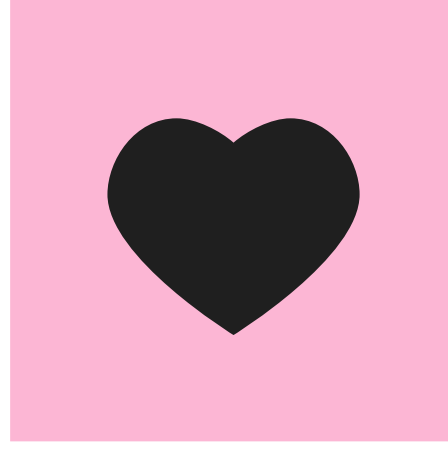
2.connection and reunion;Air travel allows families and friends separated by long distances to reunite and spend time together

3.Unity and globalization ;The ability to traverse the globe in a matter of hours highlights the interconnectedness of the world and shared experiences of humanity



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?