



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

ANALYZE TRAVELER FEEDBACK AND CREAT WORD CLOUDS

AIRPORTS DISCUSS INFRASTRUCTURE IMPROVEMENTS, SECURITY MEASURES AND SUSTAINABILITY EFFORTS.

DATE:30.08.2023
TEAM ID:NM2022TMID00992
PROJECT TITLE:UNLOCKING INSIGHTS INTO THE GLOBAL AIR TRANSPORTATION NETWORK WITH TABLEAU

BAR CHARTS TO VISUALIZE COMMON WORDS

PHRASES THEY USE WHEN DISCUSSNG THEIR TRAVEL EXPERIANCE

AIRLINES MAY TALK ABOUT ON-TIME PERFORMANCE, CUSTOMER SATISFICATION AND PARTNERSHIPS.

PASSENGERS DEMANS,REGULARITY COMPLIANCE

TO VISUALIZE WHAT TRAVELERS ARE THINKING DURING DIFFERENT STAGES OF THEIR JOURNEY.

COMPILE SURVEY RESPONSES AND REVIEWS

AIRPORTS MIGHT BE THINKING ABOUT EXPANSION,TECHNOLOGY INTEGERATION

THIS COULD BE PRESENTED AS A SERIES OF STACKED BAR CHARTS OR PERCENTAGE BREAKDOWNS

AIRPORTS WORK TO SECURITY AND PASSENGERS FLOW

APP USAGE TO CREATE VSUALIZATION OF TRAVELERS' ACTIONS .

UTILIZE DATA FROM AIRPORT INTERACTIONS AND MOBILE

AIRLINES FOCUSED ON OPTIMIZING ROUTES,MANAGING SCHEDULES AND ENSURING SAFE&EFFICIENT TRAVEL.

THIS MIGHT INCLUDE HEATMAPS OF CROWED AREAS, AVERAGE WAIT TIMES AT SECURITY CHECKPOINTS,etc.

THE NEED TO FEEL POSITIVE PASSENGER EXPERIENCES IS LOGISTICAL CHALLENGE.

EMOTIONAL STATES THROUGHOUT THEIR JOURNY

USE SENTIMENT ANALYSIS OF TRAVELERS'

AIRLINES MAY FEEL PRESSURED BY COMPETITION AND ECONOMIC FLUCTUATIONS.

THIS COULD BE A LINE CHART TRACKING SENTIMENT OVER TIME.



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?