



## Says

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

know the names of  
cities, codes, longitudes, latitudes, altitudes  
of airports

how many  
countries have  
air traffic in the  
world and how  
many airlines  
are there

Collect flight  
times

## Thinks

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



It is helpful to  
travel to other  
countries at  
specific times

It helps to  
easily find  
countries and  
cities to travel  
to

I am working on this  
project to know the  
highest airports in the  
world and to calculate the  
flight time and to know  
the codes of the airports  
countries and cities in the  
world.

Type your heading...



Persona's name

Short summary of  
the persona

Mind map

I got to know  
the airports in  
the world  
through the  
internet

I visited the  
airports of my  
country and got  
to know how the  
airports work

I went to the  
passengers and  
learned about the  
impact of  
controversies on the  
security features of  
the planes

It is possible to  
know in detail  
about the air  
transport  
networks around  
the world

You can easily  
get information  
about which  
countries you  
can fly it

Air transport  
helps to easily  
communicate  
with people of  
other countries.

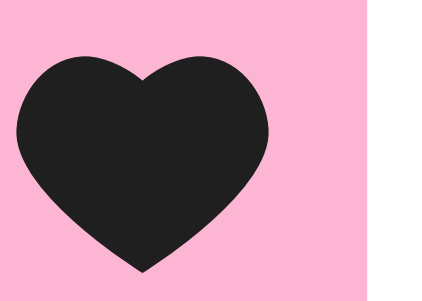


## Does

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?



[See an example](#)