



Thinks

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

IDENTIFY AND VISUALIZE TH PAIN POINTS, CHALLENGERS AND OBSTACLES FACED BY EACH STACKHOLDER

WHERE EMOTIONS PROMINENT AND INTERVENTIONS MAY BE NEEDED

DEVELOP PERSONAS FOR DIFFERNT STACKHOLDER GROUPS

CONSTRUCT

OUTLINE THE

GROUP

JOURNEY MAPS THAT

TYPICAL AIR TRAVEL

EACH STACKHOLDER

EXPERIENCE FOR

USE BAR CHARTS, SCATTER PLOTS, OR OTHER VISUALIZATIONS TO DEPICT THE SEVERITY AND FREQUENCY OF THESE ISSUES

CREATE VISUAL PROFILS THAT ENCAPSULATE THEIR EMOTIONS, NEED, GOALS AND PAIN POINTS



Persona's name

Short summary of the persona

AIRLINES TEND TO ADJUST THEIR ROUTES BASD ON PASSENGER DEMAND AND PROFITABILITY

SAFETY: CONCERNS ABOUT SAFETY ISSUES OR ACCIDENTS CAN CAUSE ANXIETY, EVEN THOUGH AIR TRAVEL IS STATISTICALLY VERY

WORKLOAD: AIRLINE STAFF MAY EXPERIENCE FRUSTATION DUE TO HIGH WORKLOADS, EXPECIALLY DURING PEAK TRAVEL TIMES

DATA ANALYSIS CAN UNCOVER PRICING BEHAVIORS, SUCH AS DYNAMIC PRICING MODELS THAT ADJUST TICKT PRICES BASED ON DEMAND AND SEAT AVAILABILITY



Does

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

SECURITY: MAINTAINING SECURITY PROTOCOLS WHILE **ENSURING SMOOTH** PASSENGER FLOW CAN BE A CONSTANT CHALLENGE



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



See an example