



**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?

**PASSENGER**  
I want my flights to be safe and on time

**PASSENGER**  
I hope there are no delays or cancellations

**AIRLINE EMPLOYEE**  
We need efficient scheduling and maintenance

**AIR TRAFFIC CONTROLLER**  
We must ensure smooth air traffic flow

**AIRLINE EMPLOYEE**  
How can we minimize costs while ensuring safety?

**AIR TRAFFIC CONTROLLER**  
I need to manage multiple planes in real-time



**Persona's name**  
Short summary of the persona

**AIRLINE EMPLOYEE**  
Maintains and repairs aircraft, serves passengers

**PASSENGER**  
Books flights, arrives at airports, boards planes

**PASSENGER**  
Anxious, excited, or frustrated

**AIR TRAFFIC CONTROLLER**  
Manages air traffic, communicates with pilots

**AIRLINE EMPLOYEE**  
Pressured, responsible, and sometimes stressed

**AIR TRAFFIC CONTROLLER**  
Alert, focused, and often under pressure



**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?