Says

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

HIGH SPEED ;the supreme advantage of air transport it is very high speed

One of the fastest modes of public transport which connects international boundaries

It is a comprehensive collection of info on airports,airlines and the routes

Its ability as an economic engine to generate and support jobs,strength trade

It contains info such as names,cities, countries and codes

Longitudes,Latitudes and Altitudes of airports across the world

Thinks

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

Air transport can transport goods to areas that are not easily accessible by other means of transport

NEEDS: Air transport is an important enabler

To acheiving economic growth and developement

For business personal, medical and tourism purpose

DREAMS: Robotics,Aritificial intelligence and Electric airplanes

HOPE: Allows people from different countries to cross international boundaries

Persona's name
Short summary of the persona

Does

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

Tourism relies on aviation to bring in visitors and aviation relies on tourism to generate demand and fill seats

Internatinal air transport makes it posible to cover markets throughout the world

The airports represent the ground part of the systems infrastructure handling the aircraft

most suitable for carrying light goods of high value

The directorate general of civil aviation

The different airlines transporting passengers and freight

Feels

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

Dataset has been compiled through meticulous labour

With the entire flying experience

The confined spaces are breeding grounds for this process

Risk include- terrorism,smuggling of illegal substance and theft

People experience on overall sense of discomfort

Anxiety is fuelede by irrational,worst case scenario thoughts

See an example