



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?

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

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

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

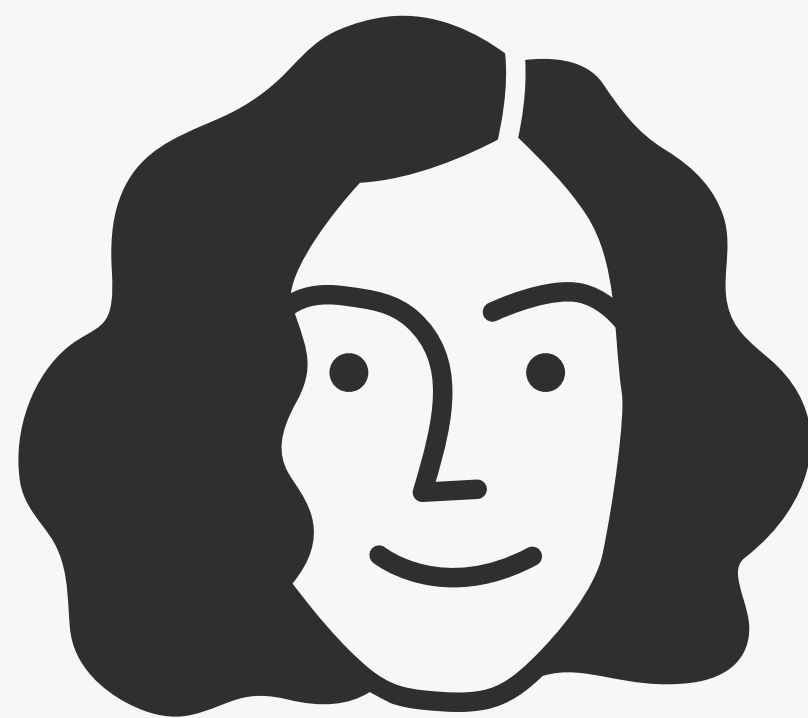
It contains info
such as
names,cities,
countries and
codes

Longitudes,Latitudes
and Altitudes of
airports across the
world

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

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

Dataset has
been compiled
through
meticulous
labour

With the entire
flying
experience

The confined
spaces are
breeding grounds
for this process

most suitable
for carrying
light goods of
high value

The directorate
general of civil
aviation

The different
airlines
transporting
passengers and
freight

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



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?

