



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?

transport
air

global
econmic

vital
connectivity

generate
and
support
jobs

strenthen
trade

promote
tourism



Persona's name
Short summary of
the persona

community
mobility

improve
communtiy
health

improve
fuel
efficiency

parking
shortages

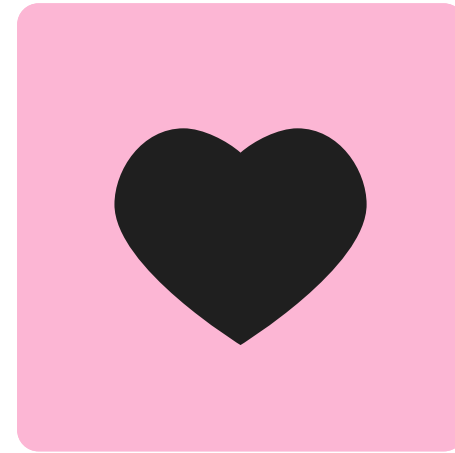
environment,
infrastructure

traffic
congestion



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](#)