



Says

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

to know the number of airlines

to know the number of airports

to know their routes

to know the name of airlines in the all country



Persona's name

Short summary of the persona

it provides fast service

it gives low cost

allowesmovement of people goods andmail

it helps generate trade promote tourism



Does

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

[See an example](#)

Thinks

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

it provides specialty in high speed eligibility

it provides specialty in high productivity

it provides specialty in high safety

high standard of security

it is a amazing expreience

you get to see incredible views of the world

the feeling of taking off soaringthrough the clouds is one that i will never forget

it is a good experienc and adventure



Feels

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

