



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?

Aeroplane
is a flying
vehicle

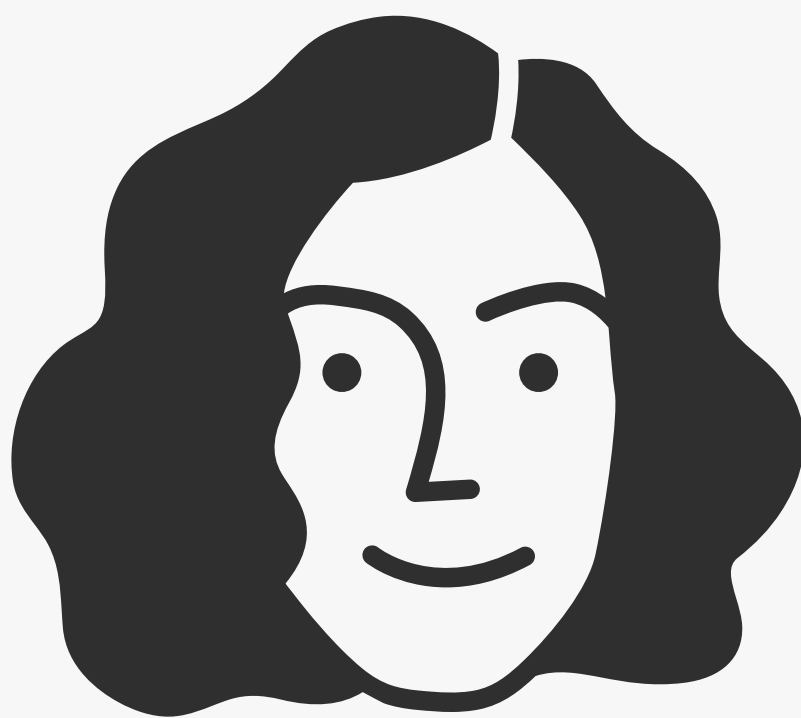
It is used for
cargo
handling,air
travel,military
purpose

Time saving
and easy.

We should
allow a
food

To reduced
ticket
charge

Provide the
safety
materials



Persona's name
Short summary of
the persona

Airplane
mode change
in passenger
mobile

To
providing
the
electronic
items

To provide
the
traveling
guide

Risky

Headache

Product
limitation



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?