



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?

Aircrafts

Helicopters

Rockets

Risky

Cost

Limited Capacity

Time saving

Fastest Mode

Easy access

Natural Route

High standard of security

Major employer

Persona's name

Short summary of the persona



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?