



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?



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



Persona’s name

Team-3 UDC Physics

This global air transporation network data set a comprehensive collection of information on airports airlines and their loates

It contains information such as names, class,countries, codes, longitudes, latitudes and altitudes of airports

This dataset has been compiled through meticulous labor by researchers all over the world to give you a comprehensive detail into air transportation networks from around the globe

Air transport is an important enabler to achieving growth and development

It helps generate trade,promote tourism and create employment opportunities

Air transport facilities integration into the economy and provides vital connectivity on a national,regional,and international scale

Operational work through projects and technical assistance

Economic sector work, research and knowledge dissemination on air transport related issue

External relations and collaboration with partner organization

The worldwide air transportation network is responsible for the mobility of millions of people every day

Almost 700 million passengers fly each year ,maintaining the air transportation system ever so close to the bring of failure

The air transportation network has enormous impact on local, national and international economies