



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?

AIR
TRANSPORT
Major airlines
Regional airlines
Special services

GOVERNMENTS
Regulatory
bodies
Customs

PASSANGER
Travel agent
Financial
services

MANUFACTURES
Machnical system
Software

AIRPORT&
SERVICES

FRIGHT
Transport
Mail



Persona's name
K.VIMALA
S.YAMUNA
S.YASMIN
T.VASAVI

CONSULTANS
INSURANCE

SERVICES
ATC
Services

AVIATION
SERVICES
Fuel and
oil

Legislative
bodies
Aviatioauthortes

Ware housing
Consolidation

Charter
airlines
Special
services



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?