

Says

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

Thinks What are their wants, needs, hopes, and dreams?

GOVERNMENTS

FRIGHT

Mail

Transport

Regulatory

bodies

AIRPORT&

SERVICES

Customs

What other thoughts might influence their behavior?

AIR TRANSPORT Major airlines Regional airlines Special services

PASSANGER Travel agent Financial services

MANUFACTURES Machnical system Software

Persona's name

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CONSULTANS INSURANCE

SERVICES ATC Services

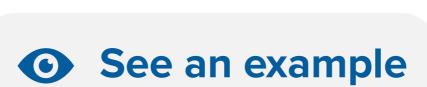
Legislative bodies Aviatioauthortes AVIATION SERVICES Fuel and oil

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?

