



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 travel  
saves me  
time on long  
distance

I love the  
excitment of  
exploring new  
places by  
flying

Flying can be  
stressful due  
to security  
checks and  
delays

I wonder if my  
luggage will  
make it to the  
destination  
with me

I hope the  
flight is  
smooth and  
comfortable

I'm concerned  
about the  
environmental  
impact of air  
travel

Unlocking insights into  
the global air  
transportation network  
with tableau

Arrive at the  
airport early to  
go through  
security checks  
and boarding

Research  
flight options  
and compare  
prices

Pack their  
bags carefully  
considering  
weight limits

Excitment  
about their  
upcoming  
journey

Anxiety about  
potential  
flight delays  
on turbulence

Satisfaction  
when the flight  
is on time and  
the service is  
good



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?