



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?

I need to  
analyse global  
air  
Transportation  
data.

I want to  
make data -  
driven  
decisions.

Tableau can  
help me  
visualize this  
information.

I hope I can  
find  
meaningful  
insights  
quickly.

Tableau  
should make  
the data  
analysis  
process easier.

Understanding  
global  
transportation  
trends is  
crucial.



Analytical  
Aviation  
Expert

Persona's name

Short summary of  
the persona

Imports  
data into  
tableau.

Iterates and  
refined the  
visualisations.

Searches for  
relevant  
data  
sources.

Excitement  
about the  
potential  
insights.

Some anxiety  
about the  
complexity of  
data.

Confidence  
in tableau's  
capabilities.



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?