



Says

What have we heard?  
What can we imagine?

air transport  
combining  
the world

The world wide  
network is  
represented by the  
data base of  
international air  
transport  
association(IATA)

Cities can be  
considered as the  
nodes with links  
representing direct  
flight between  
them



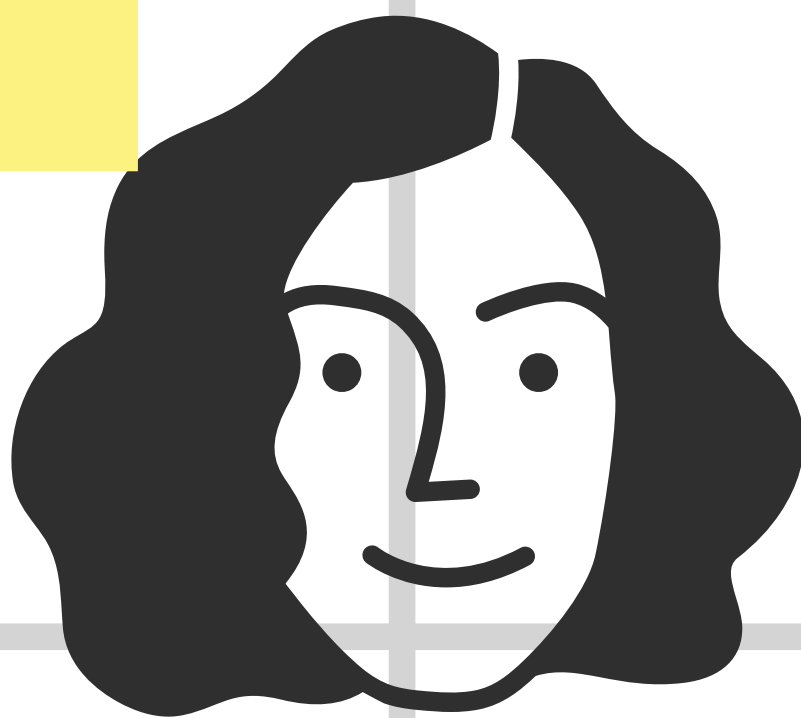
Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

i want  
somethink  
awesome

they  
probably  
think i don't  
know

wasting too  
much time?



Persona's name

Short summary of

unlocking  
insights into the  
global air  
transportation  
network with  
tableau

does more  
research

listens to  
mature sounds  
to relax\help  
manage stress

make small  
decision

cannot get  
the very  
accurate  
result

not  
understantable  
language

unsure who  
to trust



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?