



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?

Understanding global flight patterns is crucial for our buisness strategy

I need to analyze air transportation data for my research

I wish I visualize thus data more effectively

I want to make data driven decision for route optimization

Tableau might be the solution to help me gain insights



Persona's name

Short summary of the persona

Collectection and gathering of air transportation data

Creating interactive data visualizations and dashboards

Shareing insights with colleagues orstakeholders

Confidence in their ability to make informed decision

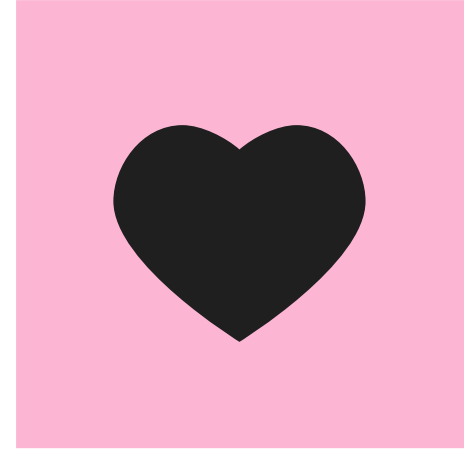
Satisfaction when i sucessfully create informative visualizations

Excitement about the potential insights they can cover



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?