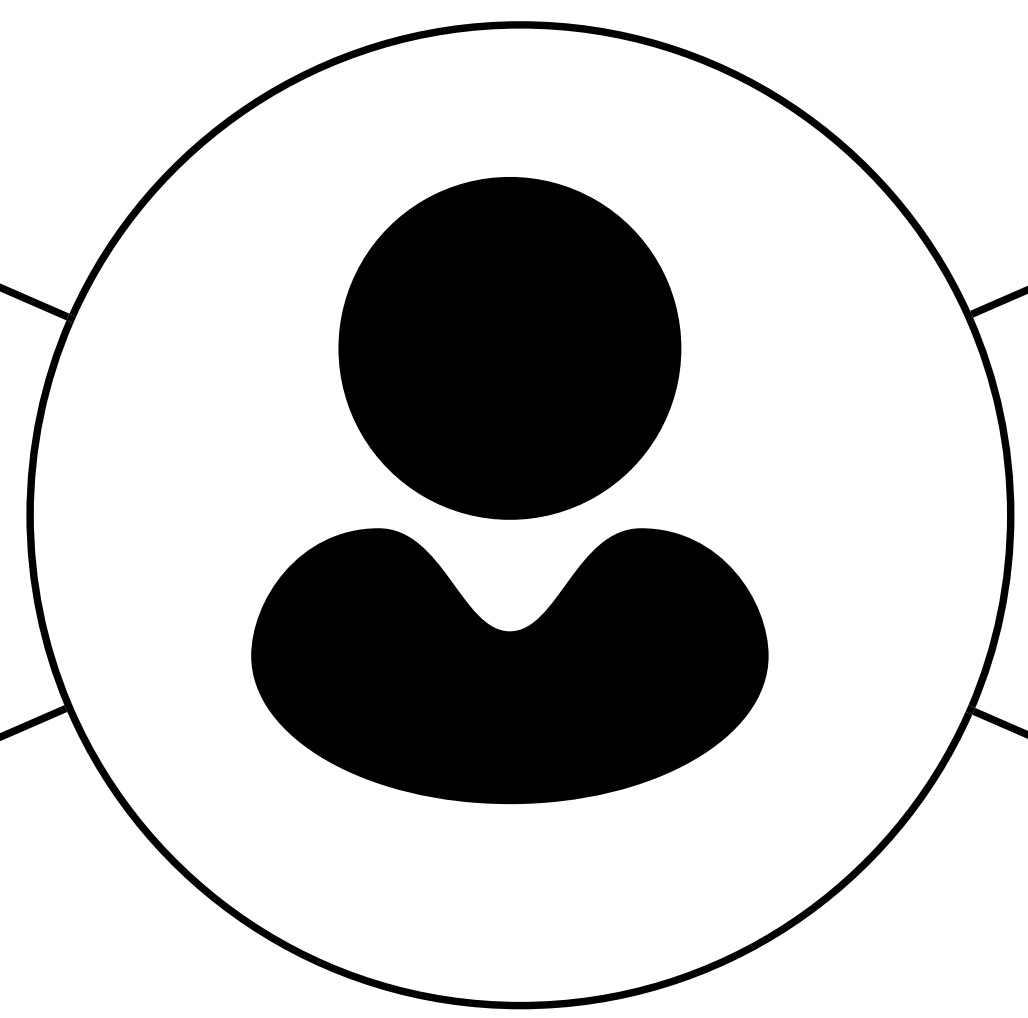


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- View the port connectivity*
- Examine the port connectivity*
- Analysed traffic control in major ports*

- This is User-interactive*
- Highly recommended platform for visualization*
- Easy to visualize the traffic in major ports*

- Represent distribution of traffic by port*
- Represent Port-wise Total Capacity*
- Represent distribution of capacity by port*

What do they
SEE?

environment
friends
what the market offers

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Helps to show the reduce in congestion on traffic*
- Could get clear information from the dashboard*
- Good prediction results*

PAIN

fears
frustrations
obstacles

- Fear of long prediction*
- Slow speed of internet during visualization*
- Conflicting port availability*

GAIN

"wants" / needs
measures of success
obstacles

- Know basic concepts*
- Plotting different graphs*
- Work on IBM Cognos*