



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?

WANNA
KNOW

WORLD
WIDE
WAY

VERSATILE
MODE OF
TRANSPORT

LAT..LONG...
HIGH ON
AIR

SHARE
FINDING
WITH
OTHERS

WANNA
UNLOCK
THE SKY

CONCERNED
ABOUT
INDUSTRY
CHALLENGES

ONE OF THE
KEY TO THE
EXPLORATION
OF
ADVENTURES

TEAM3
Unlocking
Insights Into
The Global Air
Transportation

STRATEGIZING
OUT OF
THE BOX

PERSPECTIVES
TO BE
ANALYZED

READY TO
DISCOVER
INSIGHTS

EXCITED..
TO..FLY...INTO
THE DATA

DATA TO BE
DRIVEN
SAFELY

DESIGNING
DECISIONS
FOR
MODERN
AVIATION

CURIOSITY
INVASION

CONFIDENT
IN TABLEAU
SKILLS



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?

[See an example](#)