



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?

INDIVIDUALS LOOKING FOR DATA DRIVEN INSIGHTS INTO GLOBAL AIR TRANPORTATION

DATA ANALYSTS AND PROFESSIONALS IN THE AVICATION INDUSTRY

THOSE INTRESTED IN OPTIMIZING AIR TRAVEL OPERATIONS

"HOW CAN I GAIN DEEPEER INSIGHTS INTO THE COMPLEX AIR TRANSPORTATION NETWORK?"

"WHAT DATA SOURCES AND VISUALIZATIONS ARE AVAILABLE?"

"HOW CAN TABLEAU HELP ME UNCOVER PATTERNS AND TRENDS?"



Persona’s name

Short summary of the persona

SEARCHES FOR ARTICLES, WEBINARS, OR COURCES ON AIR TRANPORTATION ANALYSIS WITH TABLEAU

OWNLOADS DATASETS OR COLLECTS DATA RELATED TOAIR TRAVEL

COLLABORATES WITH PEERS OR COLLEAGUES TO DISCUSS INSIGHTS AND STRATEGIES

CURIOUS ABOUT THE POTEBTIAL OF TABLEAU IN AIR TRANPORTATION ANALYSIS

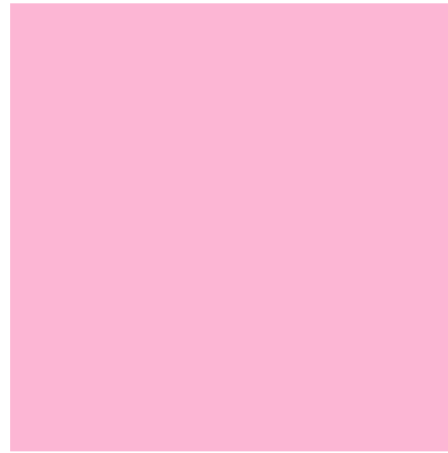
EXCITED ABOUT THE POSSIBILITY OF UNCOVERING HIDDEN INSIGTS

ANXIOUS ABOUT MAKING DATA DRIVEN DECISIONS EFFECTIVELY



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?