



Says

What have we heard them say?
What can we imagine them saying?

Data Sources:

- Exports may emphasize the importance of accessing reliable and diverse data statistics, airport details, and weather information.

Geospatial Analysis:

- Given the geographical nature of aviation, geospatial analysis using Tableau's mapping capabilities is frequently mentioned for visualizing routes and airport locations.

Security and Compliance:

- Ensuring data security and compliance with industry regulations, especially when dealing with sensitive passenger information, is a critical aspect.



Thinks

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

Wants:

- They want seamless integration of diverse data sources, making it easy to access comprehensive information about the air transportation network

Needs:

- Ensuring data accuracy through cleaning, validation, and integration is a fundamental need to derive meaningful insights.

Hopes:

- They aspire to have real-time data feeds integrated into Tableau for immediate insights and quicker response to changes

Dreams:

- They dream of making a positive impact on the global air transportation network, contributing to safety, sustainability, and accessibility.



Data Exploration:

- Users often engage in extensive data exploration, drilling down into various aspects of the air transportation network to uncover insights.

Interactive Dashboards:

- Behavior includes interacting with Tableau dashboards, utilizing features such as filters, parameters, and tooltips to explore data dynamically.

Comparative Analysis:

- Users frequently compare data across airlines, airports, or regions to identify performance differences and competitive advantages.

Fears:

- Fear of data breaches and security vulnerabilities when dealing with sensitive aviation data, especially if not handled securely within Tableau.

Frustrations:

- Frustration with the learning curve associated with Tableau, as mastering the tool and its features can be challenging.

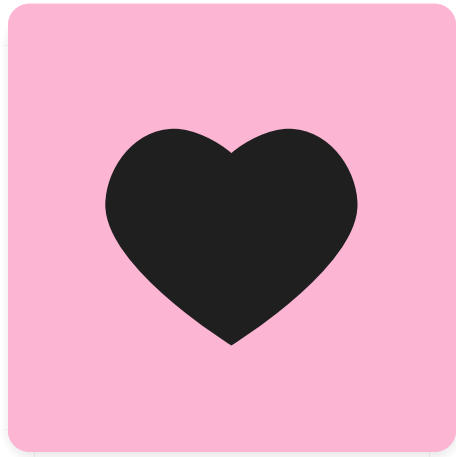
Anxieties:

- Anxiety stemming from the competitive nature of the industry and the need to gain a competitive edge through data-driven insights.



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?