

Says

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

> Date:1.09.2023 NM ID: NM2023TMID37223 PROJECT TITLE: **VOYAGE VISTA:** ILLUMINATING **INSIGHTS FROM UBER EXPEDITIONARY** ANALYSIS

CRITICAL THINKING, **DECISION** -MAKING AND CREATIVITY

TO GAIN

INSIGHTS

SYSTEM OF DATA STRUCTURE

COPIES OF A

FILE OVER TIME

& ANALYTICAL,

GOODS WITH

NUMBERS

REDUCE THE RISK OF HUMAN ERROR

EASY TO HIGHLIGHT CERTAIN **VALUES**

Thinks

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



SOLVING IS A COMPLEX SKILL

STRUCTURING AND ORGANIZING DATA

IMPROVE DATA **QUALITY BY** AUTOMATING ERROR REPORTS

DATA TO REVEAL PATTERNS

MAINTAIN CONSISTENT FILE VERSIONING & ATTRIBUTES CONDITIONAL FORMATTING

Persona's name

Short summary of the persona

SOLVING PROBLEM

PREPARING RAW DATA

MORE ACCURATE REPORTING AND ANALYSIS

DATA LITERACY

DATA

ANALYSIS

DATA MODELLING

DATA

PREPATATION

DATA VISUALIZATION

BUSINESS

INTELLIGENCE

ABILITY TO ANALYZE AND COMMUNICATE WITH DATA

ORGANIZES DIFFERENT DATA **ELEMENTS &** STANDARDIZES THE ENTITY PROPERTIES

TO HELP HIGHLIGHTING THE TRENDS AND OUTLIERS



Does

What behavior have we observed? What can we imagine them doing?



See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

