



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?



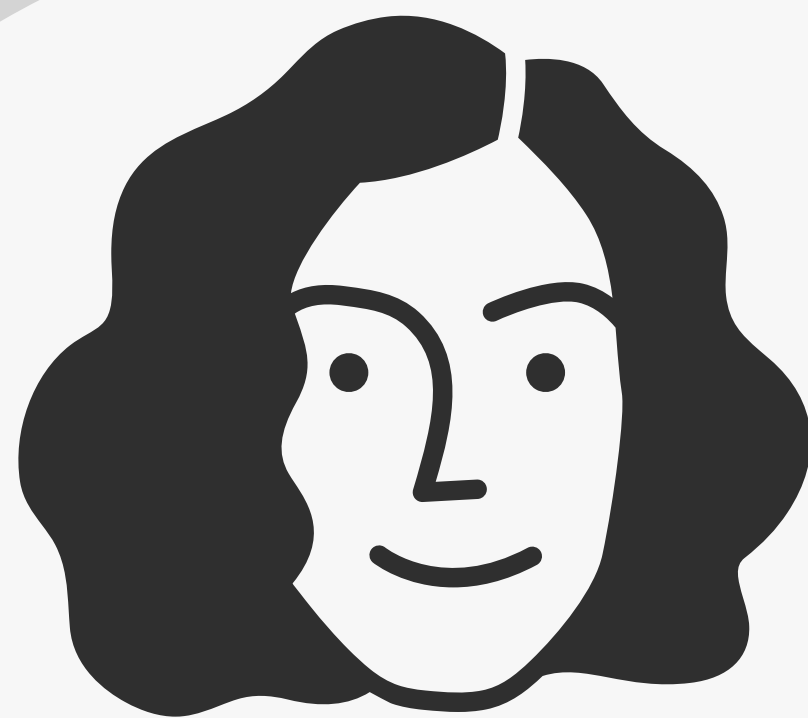
Feels

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



Does

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



Kavipriya
Unlocking insights
into the global air
transportation
network with tableau

I want to
know the
timing

I want to
take my pet
along with
me

I'm in need
of the way
to exit

Thinks of
availability
of medical
emergency

Thinks of
getting
parachute in
case of
emergency

Thinks of
the expense
of food

Was
listening to
music at
waiting hall

Was
searching
for food
court

Investigates
about the
transportation
of luggage

As its my
first time in
flight, I'm
afraid

I feel so
tired of
waiting in
queue

I was
excited to
experience
the journey