



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?



HR Manager

We need better insights into our talent management

They may think about the challenges they face in talent management

Tableau can help visualizing HR data effectively

We struggle to find the right candidates

Tableau can streamline HR reporting

We need data-driven hiring strategies

Implement Tableau for talent analysis

Create HR dashboards using Tableau

Use Tableau to optimize recruitment processes

Anxious about talent retention

Excited about data visualization

Frustrated with recruitment challenges



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?