



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?



Raman's Room

Start by defining the persona you want to understand better. In this case, consider a persona like "Sarah, a Data Analyst."

Tools and software usage:
What tools and software do they use in their daily work?

Collaboration:
How do they collaborate with team members to analyze and interpret data?

Skill development:
Are they actively seeking to improve their Tableau or data analysis skills?

Data analysis challenges:
What are their pain points when working with air transportation data?

Desire for insights:
What kind of insights are they hoping to gain from Tableau?

Frustration or excitement:
How do they feel when they discover valuable information in the data?

Focused on data quality and accuracy.

Creative when designing visualizations.

Excited about the potential discoveries in the data.

Collects and prepares data.

Designs and creates Tableau visualizations.

Analyzes data trends and patterns.