



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?

"I want my flights to be on time and hassle-free."

"We advocate for sustainable aviation practices."

"I wonder if Tableau's insights can help make my travel experience smoother."

"Tableau can help us track and visualize the environmental impact of air travel."

"We analyze data to uncover insights for the aviation industry."

"We must manage airport traffic efficiently and ensure passenger safety."

"Tableau can help us make data-driven decisions and stay competitive."

"Tableau is a valuable tool for visualizing and sharing our research findings."

★ The Global Air Transportation Network ★

Seek information about flight delays, look for user-friendly travel apps powered by Tableau.

Invest in Tableau solutions, train staff on data analytics, and actively monitor performance metrics.

Enthusiastic about uncovering patterns in air travel data.

Hopeful about improving operations, concerned about rising costs.

Collaborate with aviation stakeholders to promote eco-friendly initiatives using Tableau data.

Implement Tableau for real-time monitoring, coordinate with airlines for smoother operations.

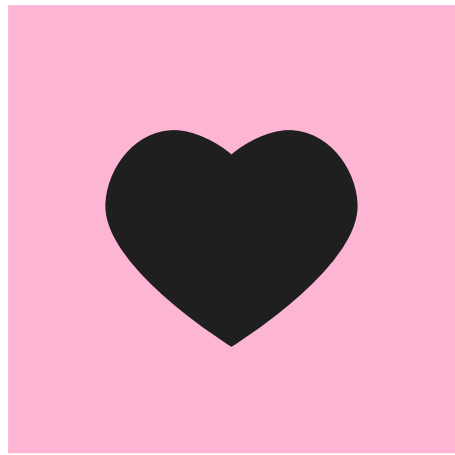
Pressure to minimize delays, committed to passenger safety.

Concerned about carbon emissions, hopeful for positive change.



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?