



Says

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

People often voice their struggles in comprehending data-related concepts, seeking assistance to navigate through the complexity.

Individuals express confusion about data-related topics and seek guidance to understand complex information

Many express challenges when dealing with data, admitting they find it difficult to understand and analyse

They learn through workshop, courses, and practical exercise, collaborating with others to enhance data literacy.

They seek out courses, workshops, and practical exercises to enhance their data literacy, often collaborating with peers.



Does

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

Engaging in workshops, courses, and hands-on practice, they actively work on improving their data literacy skills.

[See an example](#)

Thinks

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



People feel intrigued yet daunted by the world of data, wondering how to effectively interpret and utilize it. People feel intrigued yet daunted by the world of data, wondering how to effectively interpret and utilize it.

People are curious yet uncertain about interpreting data accurately and using it for informed decisions.

Individuals feel a mix of curiosity and intimidation, questioning their ability to make sense of data and its implications.

Initial confusion may lead to frustration, but as they gain proficiency, a sense of mastery and self-assurance grows.

Frustration turns into empowerment as understanding data brings a sense of accomplishment and confidence.

While initial confusion may lead to frustration, the eventual understanding of data brings a sense of achievement and confidence.

Feels

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

