



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 need clean, structured data to work with in Tableau."

I require actionable insights to improve routes and schedules.

The dashboard should be intuitive and user-friendly

Effective data visualization can lead to more efficient transportation planning

Considering user experience is crucial for effective data communication

Expects airlines to use data for efficient and safe travel experiences

Data-driven insights are vital for shaping policies and strategies.

Relieved when confident in the decisions made based on reliable data.

Utilizes Tableau reports to make informed decisions about routes and schedules

Designs visually appealing and user-friendly Tableau dashboards

Relies on Tableau reports to guide major decisions in the transportation network.

Satisfied when able to enhance transportation efficiency based on data-driven insights

Accomplished when users find the dashboards easy to navigate and unde James



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?