



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?

**Data Analyst/
Researcher**

"I need to visualize complex air transportation data to understand global trends."

Interactive visualizations will make it easier to communicate insights to stakeholders."

"Tableau should help me create interactive and insightful visualizations."

"How can I create compelling dashboards that effectively communicate my findings?"

Gathers vast amounts of air transportation data from various sources.

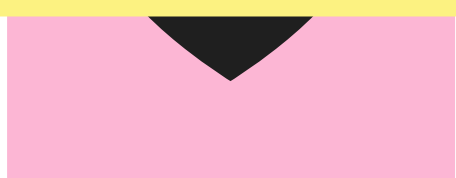
Explores different visualization options in Tableau, experimenting with charts, maps, and graphs.

Excitement when discovering correlations and trends in the air transportation data.

Frustration when struggling to transform complex data into clear and concise visualizations.



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



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

[See an example](#)