

Thinks

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



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

"I struggle with making data-driven decisions without clear visual representations."

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

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

Data Analyst/ Researcher

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

Gathers vast amounts of air transportation data from various sources.

Does

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

Satisfaction and confidence when creating informative dashboards that highlight significant insights.

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

Feels

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

