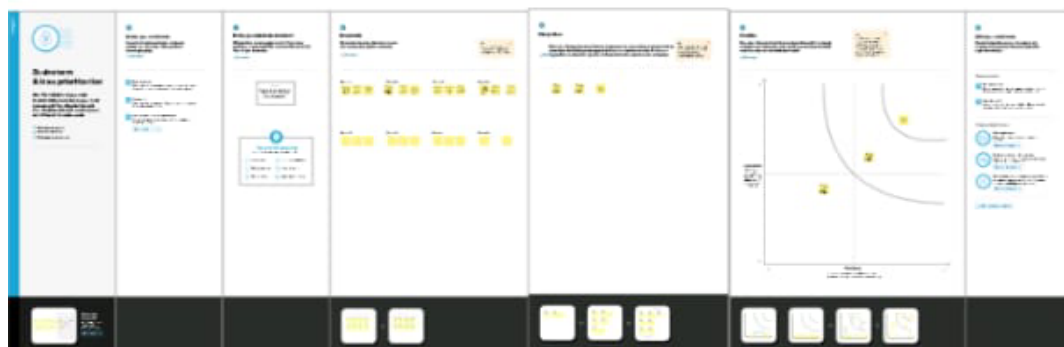


< Dharshini brainstorm_2023-09-01_08-10-...





Says

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

I want
something
usable.

I was
expecting
something
different.

I need
something
fast.



Thinks

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

This
process
takes way
too long.

The ads on
the page
are
distracting.

There's not
enough info
on the
website.



Persona's name

Short summary of
the persona

References
page
several
times.

The user opened
up to a new
window to look
for additional
information.

Searches for
back button
frequently.

Pages load
too slowly.

Consistent with many
other users.

I wonder if
this is
indicative of
the quality of
the product.



Does

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

[See an example](#)



Feels

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

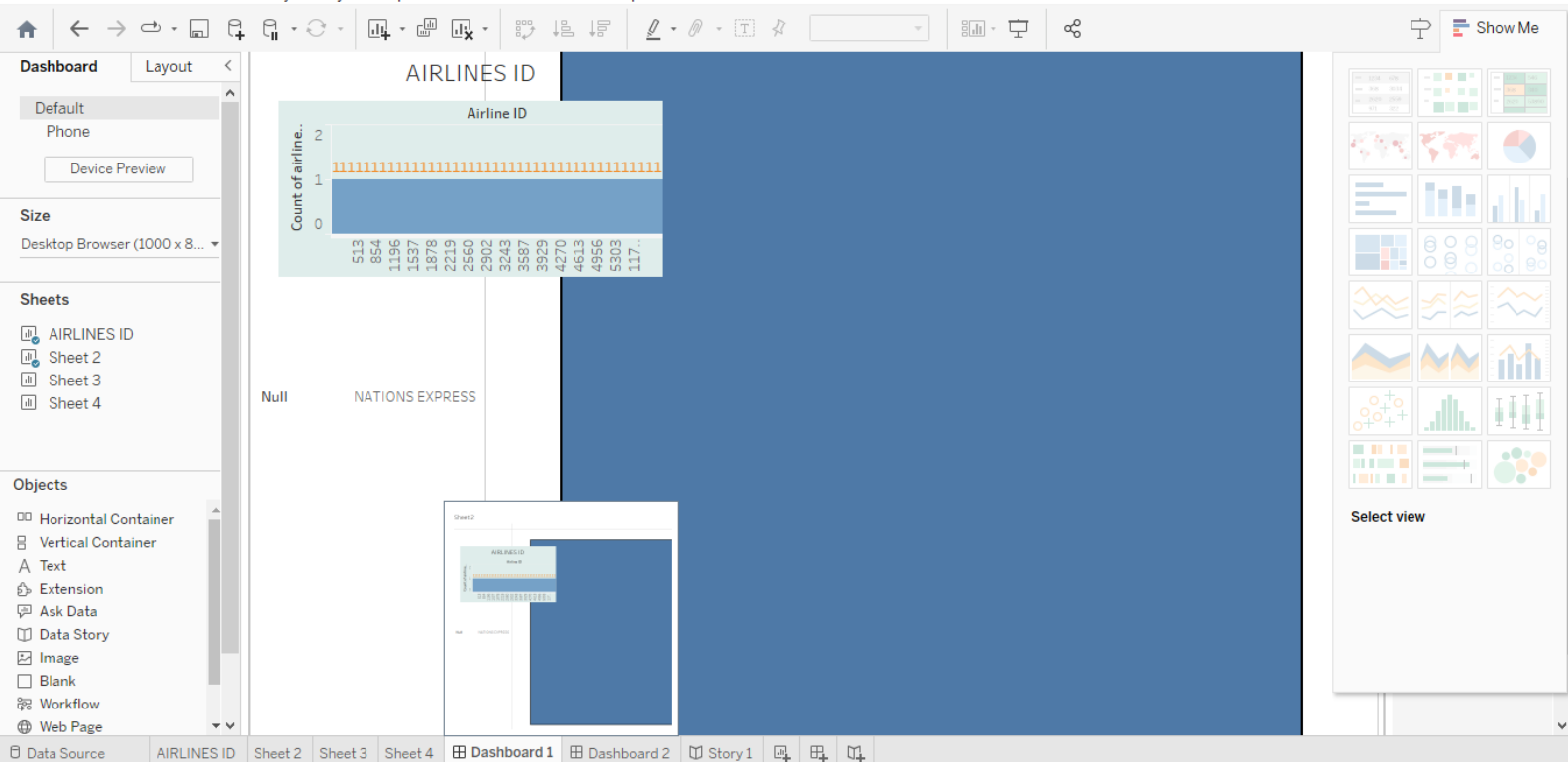


Tableau - Book1 - Tableau license expires in 13 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout

Default
Phone

Device Preview

Size
Desktop Browser (1000 x 800)

Sheets

- AIRLINES ID
- Sheet 2
- Sheet 3
- Sheet 4

Objects

- Horizontal Container
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Sheet 3

United States

Sheet 4

Icao							
1CH							
1QA							
1Y							
2CO							
	0	50	100	150	0K	500K	1000K
	Count of airlines (1..				Index		

Index

47 35,4

Select view

Data Source AIRLINES ID Sheet 2 Sheet 3 Sheet 4 Dashboard 1 Dashboard 2 Story 1

02:44 18-10-2023

Tableau - Book1 - Tableau license expires in 13 days

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Story Layout

New story point

Blank Duplicate

AIRLINES ID

Sheet 2

Sheet 3

Sheet 4

Dashboard 1

Dashboard 2

Drag to add text

Show title

Size

Story (1016 x 964)

Story 1

Add a caption

Sheet 2

lata Callsign

AIRLINES ID

Count of airline..

Airline ID

513 854 1196 1537 1878 2219 2560 2902 3243 3587 3929 4270 4613 4956 5303 117..

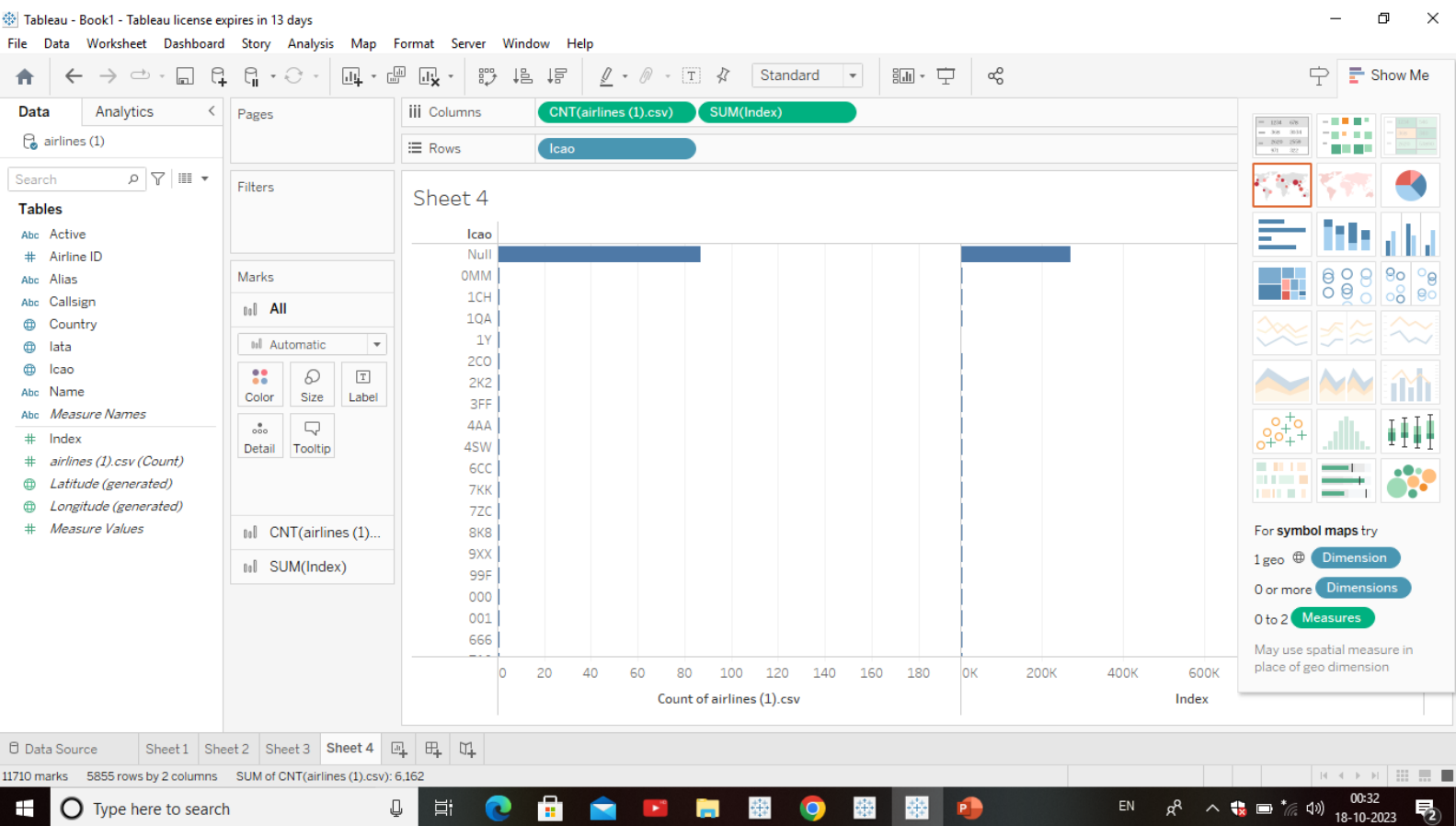
Null NATIONS EXPRESS

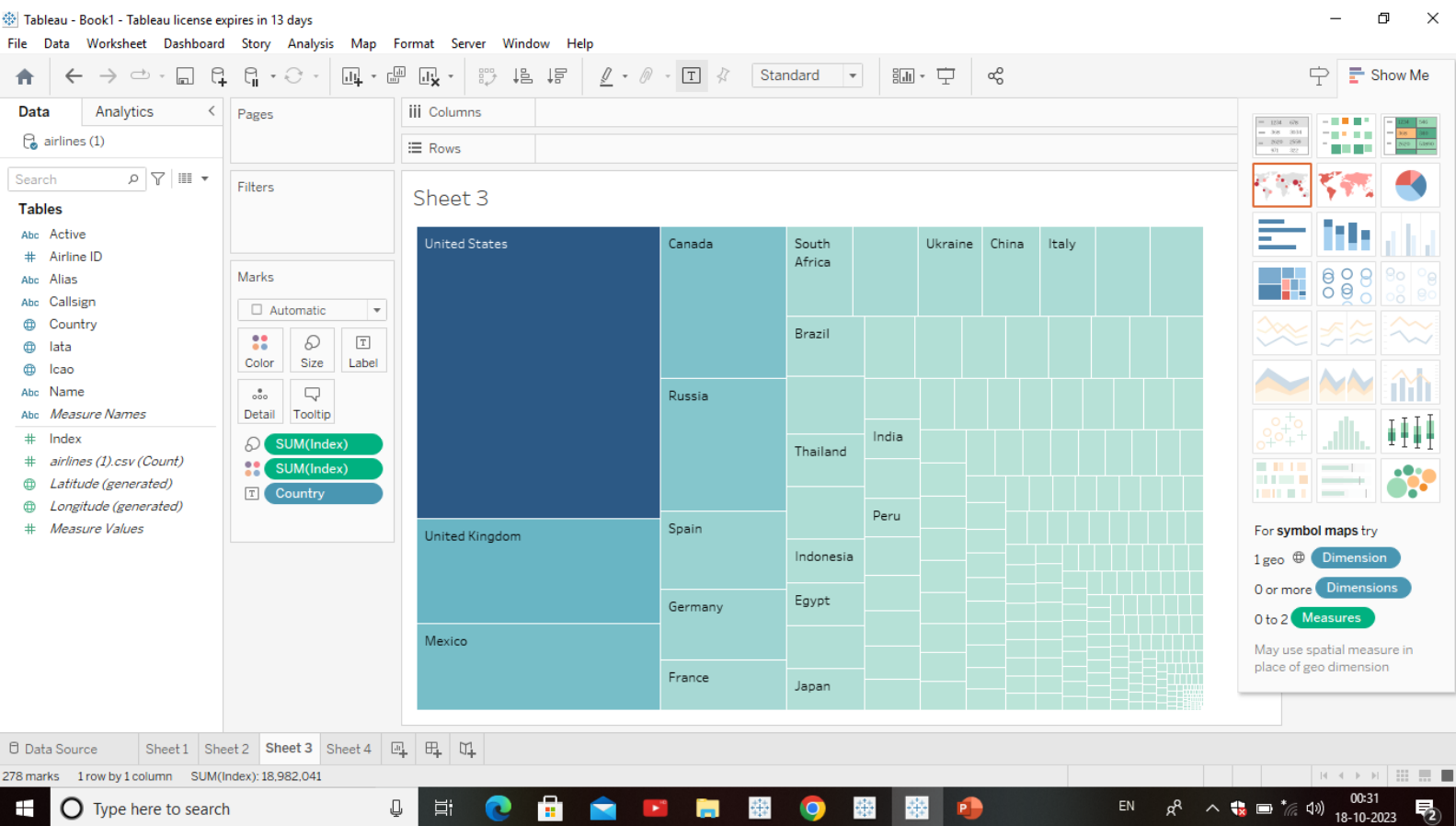
Data Source AIRLINES ID Sheet 2 Sheet 3 Sheet 4 Dashboard 1 Dashboard 2 Story 1

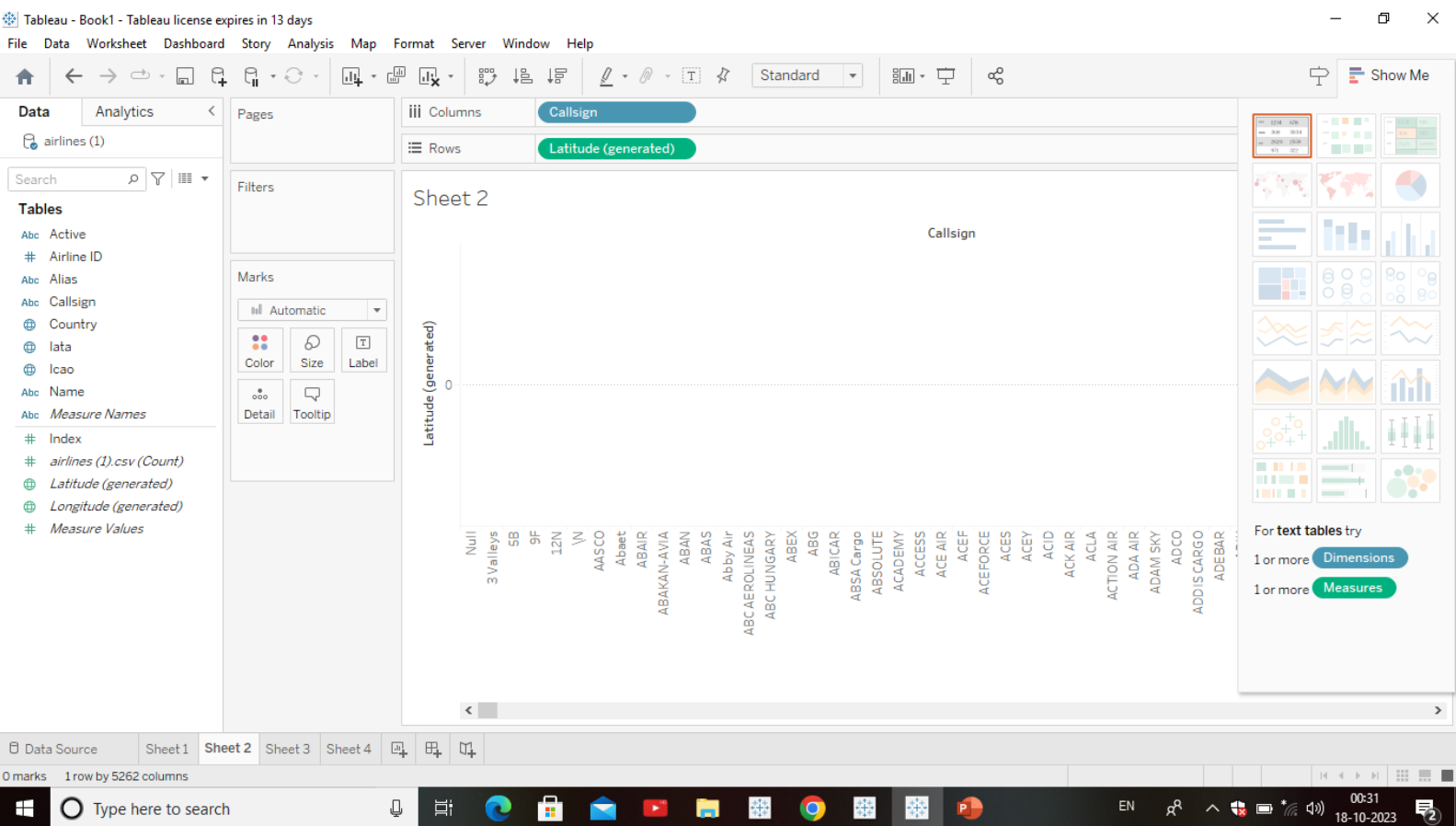
1 mark 1 row by 1 column SUM(Index): 3.607

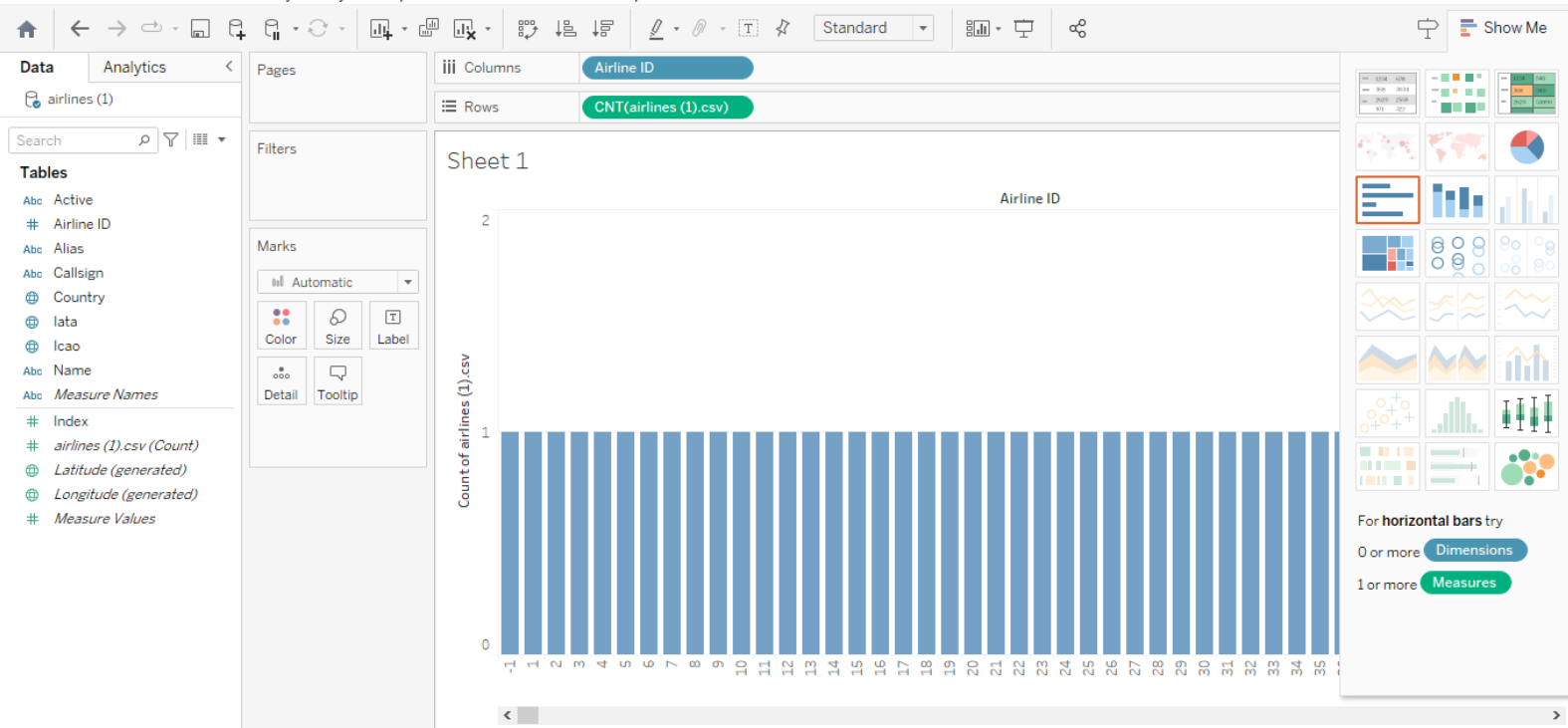
Type here to search

02:40 18-10-2023









Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4

6162 marks 1 row by 6162 columns SUM of CNT(airlines (1).csv): 6.162