

Tableau - Book1 - Tableau license expires in 14 days

FileDataWorksheetDashboardStoryAnalysisMapFormatServerWindowHelp

Dashboard

Layout

Default

Phone

Device Preview

Size

Desktop Browser (1000 x 800)

Sheets

Sheet 1

Sheet 2

Sheet 3

Sheet 4

Objects

Text

Extension

Ask Data

Data Story

Image

Blank

Workflow

Web Page

Navigation

Download

Sheet 1

Business Travel

Marital Sta..	Non-Tra..	Travel...	Travel...
Divorced	Abc	Abc	Abc
Married	Abc	Abc	Abc
Single	Abc	Abc	Abc

Sheet 2

R&D	R&D	Sales	Sales
Bachelor's Degree	Associates Degree	Bachelor's Degree	Master's Degree
R&D	R&D	Sales	Sales
Master's Degree	High School	Associates Degree	High School

CF current Employee

2

Select view

Show Me

Dashboard 1Dashboard 2Story 1

32°C12:3817-10-2023

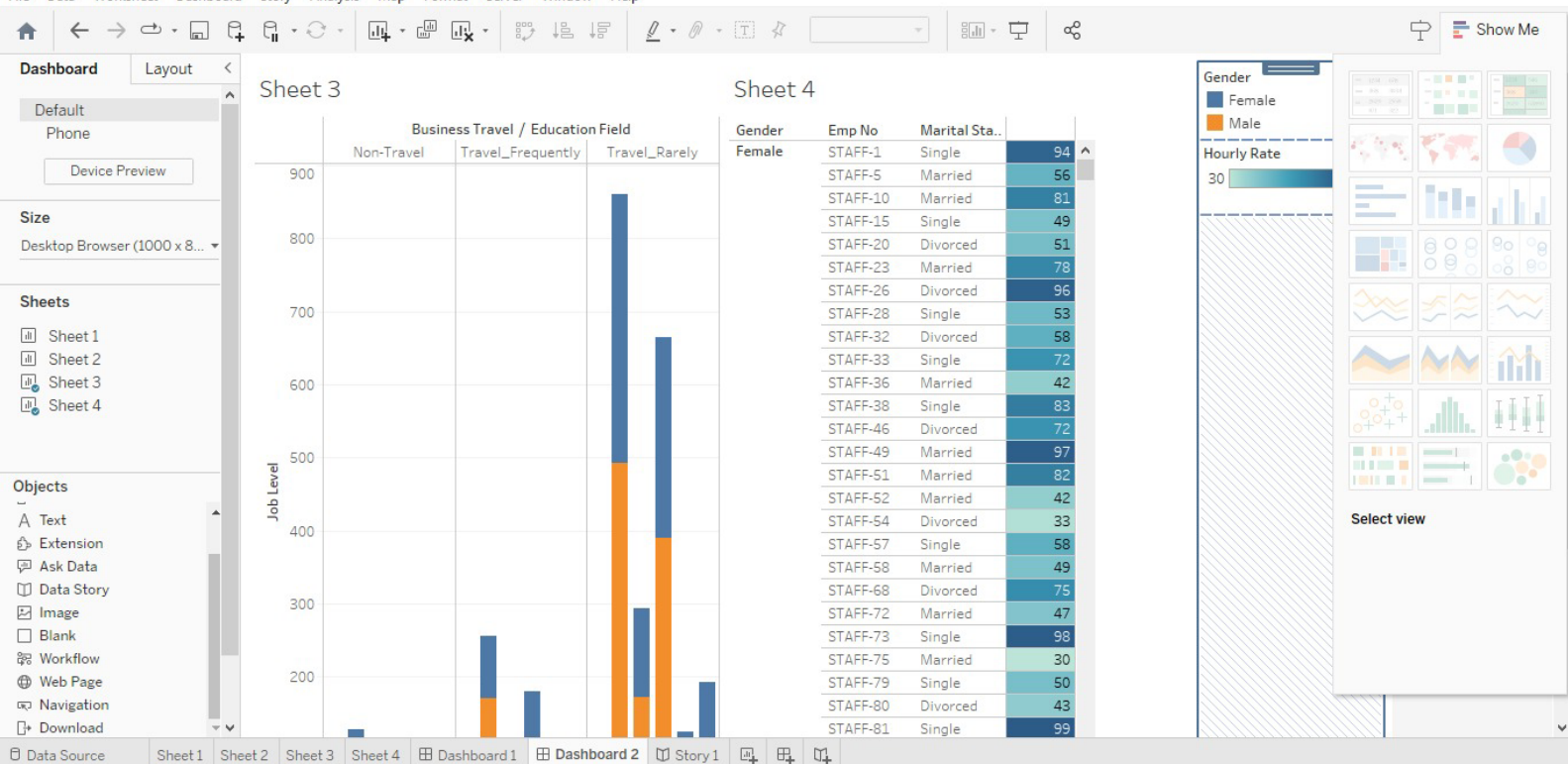


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Home

Navigation

Tools

Format

Server

Window

Help

StoryLayout

New story point

BlankDuplicate

Sheet 1

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 1

	Business Travel		
Marital Sta..	Non-Tra..	Travel...	Travel...
Divorced	Abc	Abc	Abc
Married	Abc	Abc	Abc
Single	Abc	Abc	Abc

Sheet 2

R&D  
Bachelor's Degree

R&D  
Associates Degree

Sales  
Bachelor's Degree

Sales  
Master's Degree

CF current Employee  
2323

Data Source

Sheet 1

Sheet 2

Sheet 3

Sheet 4

Dashboard 1

Dashboard 2

Story 1

9 marks

3 rows by 3 columns

Type here to search

Taskbar icons

System tray



### Says

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

I want  
something  
valuable

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  
take way too  
long

the ads on  
the page are  
distracting

There's not  
enough into  
on the  
website



### Persona's name

Short summary of  
the persona

Refreshes  
page  
Several liner

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

Searches for  
back button  
frequently

Pages load  
too slowly

Overwhelmed  
\_ too many  
decision to  
make

I wonder if  
this us  
indicative of  
the quality of  
the product

