



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

"Can Tableau help me reveal hidden patterns in air travel data?"

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

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

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

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



Persona's name

Unlocking Insights into Global Air Transportation Network with Tableau

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.

Collaborates with peers to gather insights and validate findings.

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

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



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?