



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?



Feels

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



Does

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

See an example

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Unlocking insights  
into tha global air  
transportation  
network with tableau

It says about  
air  
transportation  
network  
dataset

Air transport is one  
of the fastest modes  
of public transport  
with connect  
international  
boundaries

Air transport  
allows people  
from different  
countries to cross  
international  
boundaries

The activity that  
allows the  
transfer of  
people  
merchandise and  
mail in aircraft.

Air transport in  
india is becoming  
very costly day  
by day with rising  
operational costs.

Airplans move  
faster then cars and  
other vehicles  
because they have  
ways of producing a  
greater amount of  
thrust

Fast delivery times  
undaubteally ,one of  
the most advantage  
features offered by  
air transportation is  
its speedy delivery  
times

Air india came  
into being when  
tata airlines  
changed its  
name to air india  
in 1946

At tha time of  
independence,nine  
air transport  
compaines ware  
operational

Air transport  
adopts tha  
shortest route  
to reach tha  
destination

Air transport is an  
important enable  
to achieving  
economic growth  
and development

most suitable  
for carrying  
light goods of  
high value