



Says

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

- "I want to understand how Tableau can help, analyze air transportation data. "

"I'm interested in learning from experts in the field. "

"I need insights into global air travel patterns for my research. "



Thinks

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

"I hope this presentation will provide valuable insights and knowledge. "

"I'm curious about the potential applications of tableau in the aviation industry. "

"I hope the speakers are experienced and can answer my questions. "



Persona's name

Short summary of the persona

- "Takes notes during the presentation to capture key insights."

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"Shares interesting findings with colleagues or peers."

"Excited about gaining new knowledge and skills."

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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?

