



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?



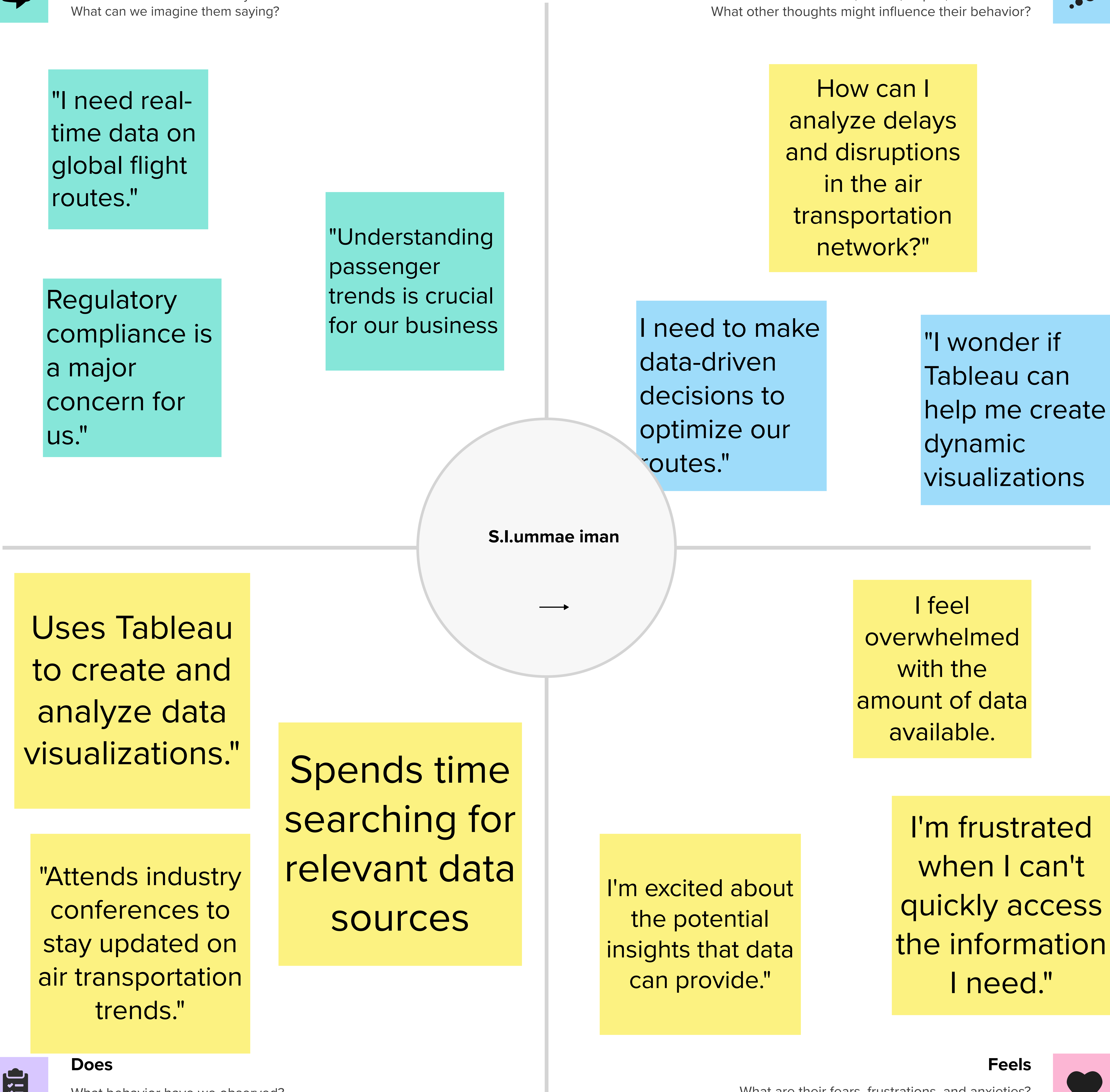
Feels

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?



Uses Tableau to create and analyze data visualizations."

I feel overwhelmed with the amount of data available.

I'm frustrated when I can't quickly access the information I need."

I'm excited about the potential insights that data can provide."

Spends time searching for relevant data sources

"Attends industry conferences to stay updated on air transportation trends."

I need to make data-driven decisions to optimize our routes."

"I wonder if Tableau can help me create dynamic visualizations"

How can I analyze delays and disruptions in the air transportation network?"

"Understanding passenger trends is crucial for our business"

"I need real-time data on global flight routes."

Regulatory compliance is a major concern for us."