

## Says

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

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



**Thinks** 

seats have
movable armrests
to make it easier
to move between a
wheelchair and
the seat.

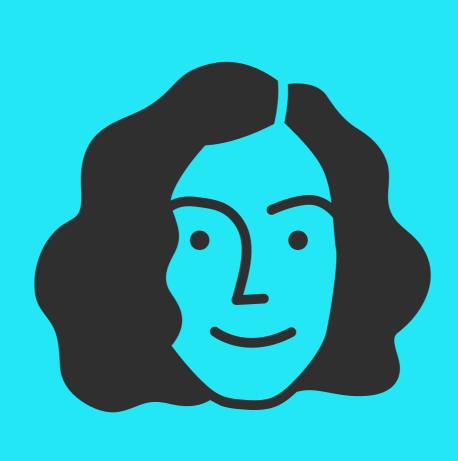
I don't want a unsufficient application that is showing too much results.

I want to promote business online.

Does not trust certain tourism guide online without verification.

We fear to travel through flight.

Would most likely rely on other traveller reviews and feedback.



Transportation Network

Empowering data users to become data warriors with self-service analytics

Establish
governed data
access and user
confidence with
an agile
framework

Teamwork
makes the
dream work!
Inspiring a datadriven culture at
Kimpton

Values cost and time efficiency , worth to visit.

It feels safety and comfortable.

Language barrier.

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?

