



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?

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

Does not trust
certain
tourism guide
online without
verification.

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

I want to
promote
business
online.

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

Values cost
and time
efficiency
,worth to
visit.

It feels
safety and
comfortable.

Teamwork
makes the
dream work!
Inspiring a data-
driven culture at
Kimpton

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?