



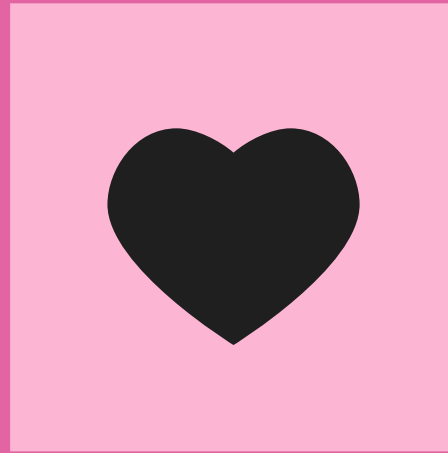
Says

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

Marudhavasana K

unlocking insights
into the global air
transportation
network with Tableau

"data-driven decisions
to optimize
routes and
improve network
efficiency" Think

Senior Strategy and
planning teams
in the aviation
industry

Do Seek a software
that offers real-time
data updates and
customizable
dashboards to monitor
performance
indicators.

"I need a tool that
provides real-
time updates and
enables me to
track key
metrics."

"I want to monitor
the performance
and connectivity
of the air
transportation
network"

"Filter and drill down
into the data to
discover hidden
patterns or
relationships." Do.

Look for a software
that offers advanced
filtering options and
data exploration
capabilities.

e.g., airlines,
airports,
government
agencies