



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

Manivel.A

Unlocking insights into the global air transportation network with Tableau

I need an efficient and visually appealing tool to analyze and visualize the data

Search for a data visualization software that can handle large datasets and allow interactive analysis

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

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

"I want to explore and analyze air transportation data using various filters and dimensions

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

I need a tool that allows me to

filter and drill down into the data to

discover hidden patterns or

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