



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?

"Understanding global air travel patterns is crucial for optimizing routes."

"Tableau might be able to help us make sense of the complex network."

"We need a better way to visualize and analyze air transportation data."

"Current methods of analyzing air transportation data are time- consuming and not very informative."

"Tableau could provide interactive visualizations to reveal hidden trends."

"Better insights into the air transportation network can lead to improved decision-making."



"Researches and collects a vast amount of air transportation data".

"Collaborates with colleagues to brainstorm potential insights from the data".

"Explores Tableau's features and capabilities to create visualizations".

"Frustration with the lack of clear insights from existing data analysis methods."

"Excitement about the potential of Tableau to reveal new perspectives".

"Eagerness to uncover meaningful patterns in the air transportation network".



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?