



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?

Is this expensive?

Where should i start?

How long i have to wait?

What is the best product?

Cheap or Expensive?

I want something awesome

What is the exact timing?

i Wish public transport is best

Will all the members come?

Will it arrive on time?

Anything missing?

How much time left?

Will it arrive on time?



HENDUJA'S TEAM

UNLOCKING
INSIGHTS INTO THE
GLOBLE AIR
TRANSPORTATION
NETWORK WITH
TABLEAU

More research

Make calls

Nervous

Excited

Checks the website

Asks friends

Compares Products

Satisfaction

Anxious

Confussed

Make small decisions

Compare prices

Fear

Inadequate

Usure who



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?