



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?

what is the
best
product?

how long i
have wait?

where
should i
start?

will it arrive
on time?

cheap or
expensive?



krishnan's Team
UNLOCKING
INSIGHTS INTO THE
GLOBLE AIR
TRANSPORTATION
NETWORK WITH
TABLEAU

more
research

checks the
websites

make group
discussions

excited

nervous

fear



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?