



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?

it helps users
create
different
charts

it useful to
stories for
visualizing

its to help in
making
business
decisions

these
include
google
analytics

some ODBC
data sources

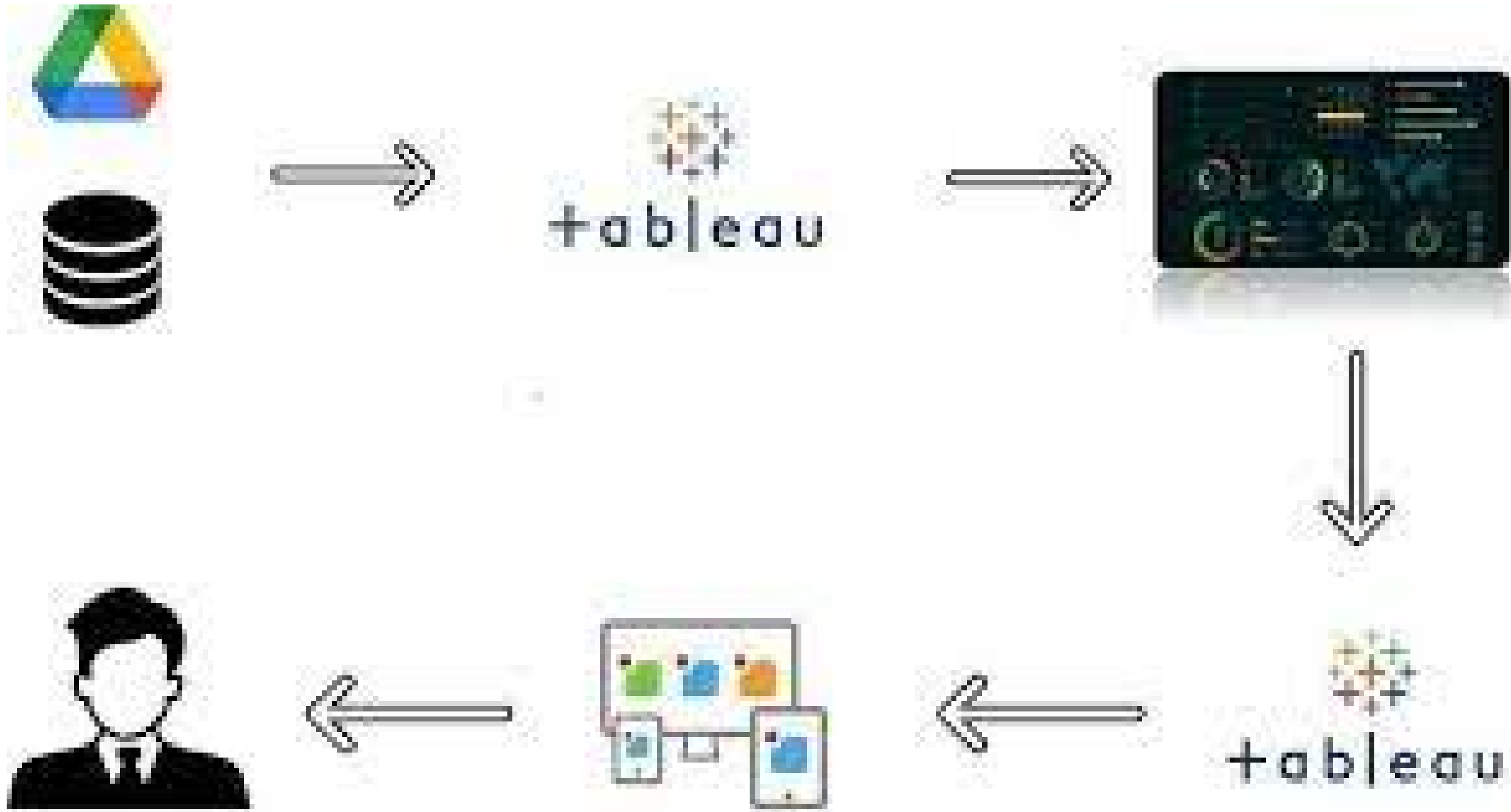
this tool allows
you
connecting
different data
sources

Unlocking
insights into the
global air
transportation
network with
tableau

this global air
transportation
network dataset is
a comprehensive
collection of
information

it contains
information
such as
names, cities,
countries

this includes
information
about airlines
including their
IDs, name
aliases



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?