

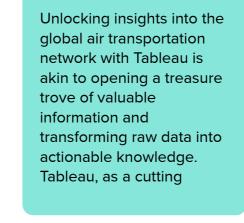
Says

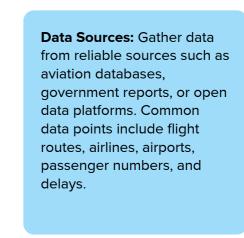
What have we heard them say? What can we imagine them saying?



What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?















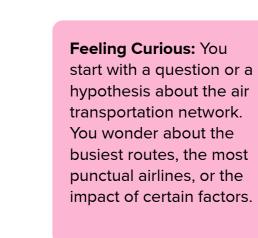


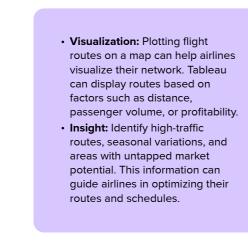
Persona's name

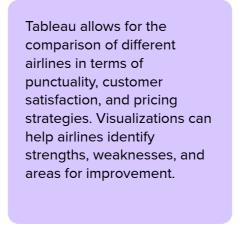
unlocking insights into the global air transportation network with tableau

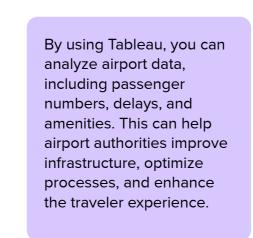
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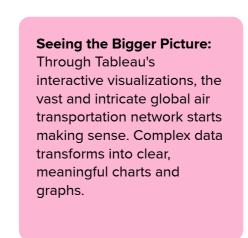


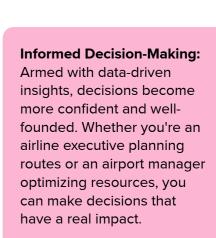














Does

What behavior have we observed? What can we imagine them doing?





Feels