



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?

I want convenient flight options

Air travel drives global economy

I must ensure a smooth takeoff and landing

I hope my flight isn't delayed

Safety of passengers is my top priority

We need sustainable aviation solution

S.PREETHI  
THE UNLOCKING  
INSIGHTS INTO THE  
GLOBAL AIR  
TRANSPORTATION  
NETWORK WITH  
TABLEAU

Researches flight prices and schedules  
caption Rodriguez

Anxious about security and safety

Conducts pre-flight checks diligently  
Economic analysts

Analyzes market trends and forecasts  
,Environmentaly activists

Responsible for the lives on board

Concerned about industry profitability



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?