



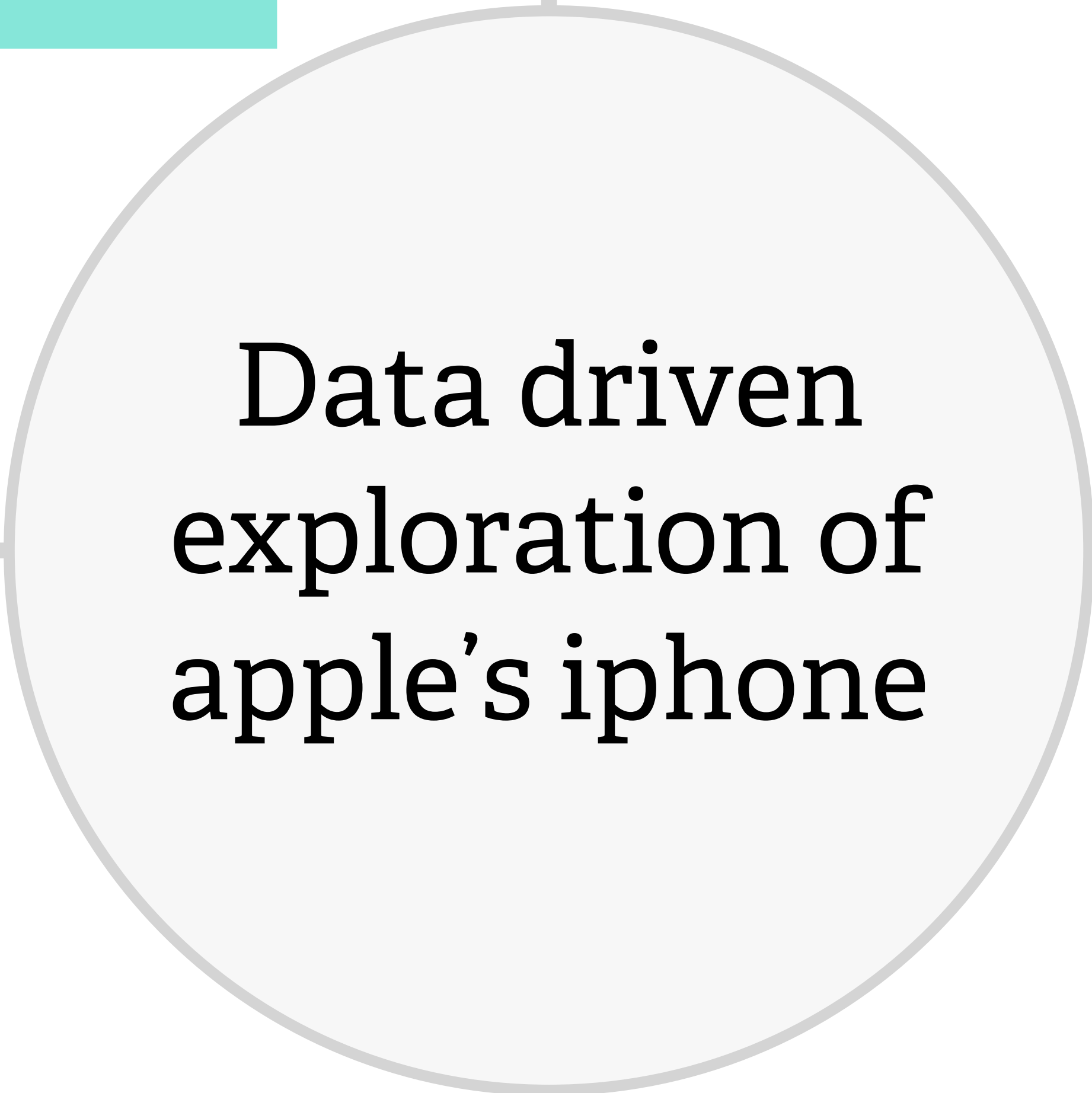
Says

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?



Initial step in data analysis

Decision are made based on data instead of intuition

Analytical tool realizes that a particular one as a preference

Understand the nature of data

Data analysis which describe dataset characterization

Design thinking relies heavily on qualitative inputs and feedback

Explore large amount of data

Humans are visual leaners

Better understand about further analysis

We can quickly learn much from visualization

It make easier a broad view of data



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?