



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 visvalize data to identify key insights more easily."

*"I'm using Tableau to create visualizations that showcase passenger booking trends, aiding in better resource allocation."

"Analyzing this data manually is time-consuming and overwhelming"

"I want to see visualizations that clearly display key performance indicators so we can make strategic decisions."

"Let's visualize our flight data using Tableau to gain insights into on-time performance and potential areas for improvement."

"I hope new strategies can improve our operations and stay competitive."

"I need to develop interactive and dynamics Tableau visualizations that showcase key metrics, trends, and patterns within the air transportation network."

"I need to visualize data which will help me spot trends that aren't apparent in raw numbers."

"I want to find solution that respects data privacy and security regulations".

"Is there a way to set up real-time dashboards in Tableau to keep track of ongoing flight operations?"



Interview and hire potential staff and crew.

Collect and clean large volumes of air transportation data .

Collaborate with colleagues to share insights and make data-driven decision.

Managing resources to optimize efficiency and minimize costs.

*Experiment with different Tableau features to create informative dashboards.

Curiosity when analyzing data to uncover insights which can lead to better decision making and more effective strategies.

Pressure while Dealing with complex data analysis tools that require technical expertise.

Frustration while facing unexpected delays, cancellations, and other operational challenges.

Responsibility of making critical decisions that impact the airline's reputation, passenger experience, and financial performance.

Worrying about potential misinterpretation of data leading to poor decisions.



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?