What have we heard them say?

What can we imagine them saying? provide travelers with the best options."

"We want accessible and easy-tounderstand information"

"We need actionable insights to optimize our operations."

Reviews Tableau

identifies areas for

improvement, and

strategizes based on

visualization findings.

dashboards.

**Thinks** 

"Table are their wants, needs, hopes, and dreams? visualizations can aid in understanding operational efficiency and market demand."

"Tableau can help us visualize routes, pricing, and travel trends."

"Tableau's visualization tools can help us present data in a comprehensible way."

## **AIR PASSENGERS**

**Empowered** when able to visualize and plan air travel efficiently.

Interacts with Tableau-powered travel websites, explores flight options, and adjusts

travel plans.

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

**Explores Tableau** visualizations to offer tailored travel recommendations and understand demand.

Committed to enhancing customer experiences by offering data-backed travel choices.

Eager to leverage datadriven insights for informed decision-making.

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



