



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?

we need to
gather and
analyze data
efficiently during
expeditions

understanding
patterns and
insights from
the data is
crucial

How can we
optimize data
collection
tools for
expeditions

what data
visualization
techniques will
best convey
our insights

inefficient data
collection
methods
slowing down
progress

our findings
should be
presented in a
clear and
impactful way

difficulty
translating complex
data insights into
understandable
visuals

are there any
innovative
approaches to
uncover hidden
patterns in the
data



Persona's name

Short summary of
the persona

collaborates with
data scientists and
analysts to develop
streamlined data
collection processes

Explores various
data visulization
methods and
tools to enhance
communication

Frustration if
data collection
tools are
cumbersome
or inefficent

Excitement about
discovering
valuable insights
that could
transform
operations

lear and
impactful data
visualizations
that resonate
with
stakeholders

Prepares well-
structured and
visually engaging
presentation to
convey key
findings

struggle to meet
tight deadlines
for presenting
expedition
findings

Pressure to
present
findings
effectively to
stakeholders



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?