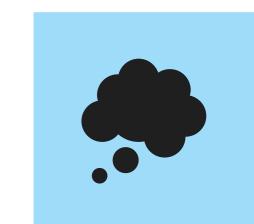


## Says

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 translatingcomplex data insights into understandable visuals

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



Short summary of the persona

Persona's name

Frustration if data collection tools are cumbersome or inefficent

Excitement about discovering valuable insights that could transform operations

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

lear and impactful data visualizations that resonate with stakeholders

Prepares wellstructured and visually engaging presentation to convey key findings

Explors various

data visulization

tools to enhance

communication

methods and

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?



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



