



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, and concerns?  
What other thoughts might influence their behavior?

"I want to analyze global air transportation data"

"I need a user-friendly tool"

"I'm looking for insights to make informed decisions"

"Can tableau help me visualize complex air transportation data?"

"I hope this tool simplifies data analysis"

"I need to find valuable patterns and trends"



Sofiya.v

Uploads air transportation data to tableau

Searches for tableau tutorials and guides

Tries different visualization options

Excited about the potential insights

Anxious about using a new tool

Frustrated with data complexity



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?