



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?

visualize air traffic controllers in control towers

visualize scenes of traveleres at airports waiting at gates looking at flight information displays

imagine airlines monitoring real time flight data analyzing route maps

understand the emotions and thoughts of travelers

the might feel excited about their journey,anxious about deals

consider the airlines perspective the might be focused on optimizing routes for efficiency

unlocking insights into the global air transportation network with tableau

enhancing passenger experiences improving the safety protacals

what emotionsdo their experiences when travelling by air or working industries

ontinuously gather feedback and refine your sateriges to ensure their effectively address

these insights might include oppournities for steam lining process

what action do their take within the global air transportation network

what beaviours or routinesare common for each group



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?