



Says

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

I need a
tourism
guide during
travelling

I want to
promote
business
online

I don't have
a lot of time
do a
research

Searching
feedbacks
and
comments

Translate the
not
understandable
language

Ask friends who
visited to that
place or asking
on a blog/social
media



Unlocking
Insights Into
The Global Air
Transportation
Network With
Tableau

Wasting of
time and
energy

Cannot get
the very
accurate
result

Not
understandable
language



Thinks

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

values cost
and time
efficiency
worth to visit

What really
counts major
preoccupations
worries &
aspirations.

wants ease
and
convenience
of planning a
trip



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?

