



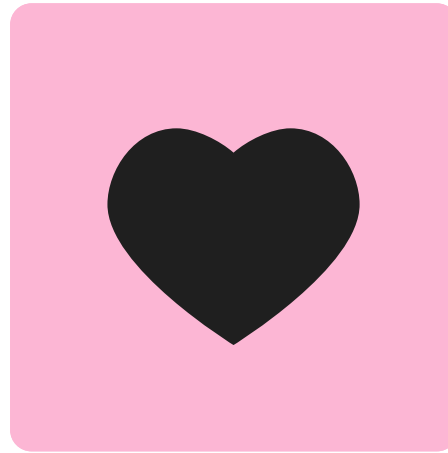
Says

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?



Feels


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



Does

What behavior have we observed?
What can we imagine them doing?

See an example



Persona’s name

Short summary of the persona

Data and Analysis: In the context of "Expeditionary Analysis," Uber might discuss how they use data and analytics to inform their business decisions. They could emphasize their commitment to data-driven decision-making and how this approach helps them identify trends, optimize operations, and improve customer experiences.

Market Research and Strategy: Uber might discuss how they conduct market research and analysis to understand local preferences, regulatory environments, and competitive landscapes in the regions they're exploring. They may emphasize the importance of tailoring their services to meet the unique needs of each market.

Global Expansion: If these terms relate to global expansion strategies, Uber might discuss their plans for entering new countries or regions, building partnerships with local businesses, or addressing regulatory challenges.

Profitability and Growth: Like most businesses, Uber's primary objective is likely to be profitable and to achieve sustainable growth. This could involve expanding their user base, increasing revenue, and exploring new markets or services.

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Safety and Security: Ensuring the safety and security of both passengers and drivers is a critical priority. Uber may focus on implementing safety measures and technologies to address this concern.

Regulatory Engagement: Uber has engaged with regulators and governments in various regions to address regulatory concerns and work towards compliance. They have adapted their business models to adhere to local regulations when necessary.

Autonomous Vehicles: Uber may continue to invest in autonomous vehicle technology and work toward commercializing self-driving cars. This could reshape their business model and reduce their reliance on human drivers.

Advanced Mobility Solutions: Uber might explore advanced mobility solutions, such as flying taxis or urban air mobility, as part of their long-term vision for transforming urban transportation.

Regulatory Challenges: Uber operates in a highly regulated industry, and regulatory changes or legal challenges can be a source of frustration and anxiety. They may fear stricter regulations that could impact their business model or profitability.

Safety Concerns: Ensuring the safety of passengers and drivers is a paramount concern for Uber. Any incidents related to safety, such as accidents or criminal activities, can be a source of anxiety and frustration.

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