

What went well?

What should we keep doing?
What should we celebrate?
Where did we make progress?

What went poorly?

Where did we have problems?
What was frustrating to us or others?
What held us back?

*ILLUMINATING INSIGHTS
FROM UBER
EXPEDITIONARY
ANALYSIS*

"Add buffer to
balance the
unknowns"

"having no buffer
would be ideal, I
don't have a lot
of time"

"Don't know the
airport layout by
heart ,navigating
is difficult "

"Annoyed by
the
unknowns"

"Short on
time"

"Confused
by the
layout "

SAYS

FEEL

DO

THINKS

"Navigate to
check in"

"Board
flight"

"Navigate to
security"

what is the
line up like
at security?

What is
the traffic
like today?

How much
time do I
have?

What ideas do you have?

What ideas do you have for future work together?
Where do you see opportunities to improve?
What has untapped potential?

How should we take action?

What do you believe we should do next?
What specific things should we change?
What should extend beyond this meeting?