



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?



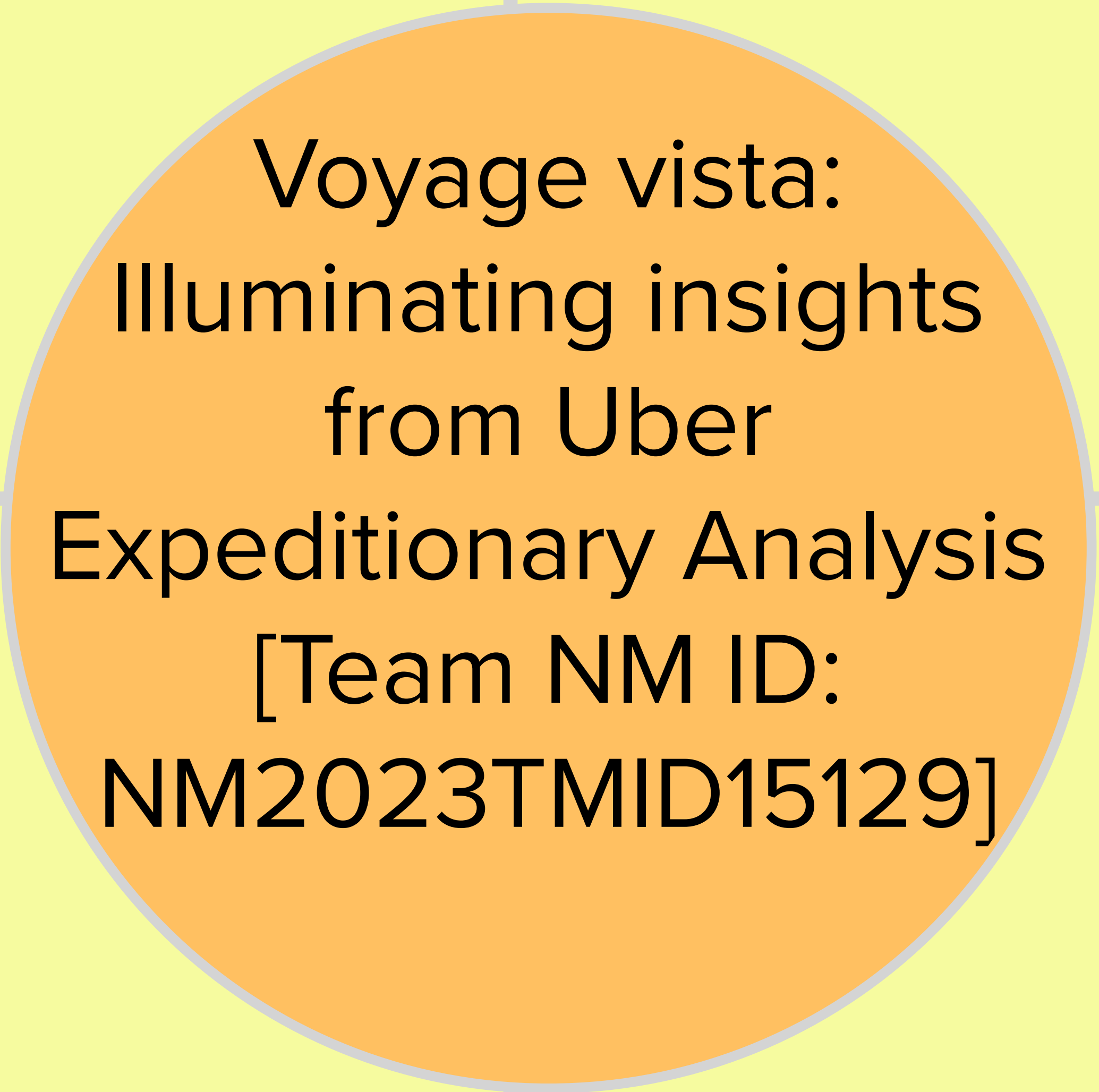
Feels

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?



Customer's
Expectations

Accuracy of
Data

Improved
Customer
experiences

Obstacles
during
analysis

Excited
about
Analysis

Fear about
Analysis

Curious
about
Analysis

Anxious
about
Challenges

Customer's
Feedback

Analysis
about Uber
expeditionary

Explore
different
data

Find
techniques

Understand's
Uber's data

Analyzing
Uber's data

Gather Uber
Sources

Develop
Analysis
Strategies