



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?



1. Timing is everything at Uber

2. Given a pickup location, drop off location and time of the day

3. direct cars to people and people to places

1. Data science is an integral part of Uber’s products and philosophy

2. Uber follows a supplier pick map matching algorithm where the customer

3. Uber Technologies, Inc is an American transportation conglomerate that mainly provides ride

2. With initiatives like UberFresh for grocery deliveries

3. Uber if they use your data to book a restaurant for a romantic dinner

1. 1 billion Uber trips and 160,000+ people driving for Uber across 449 cities in 66 countries

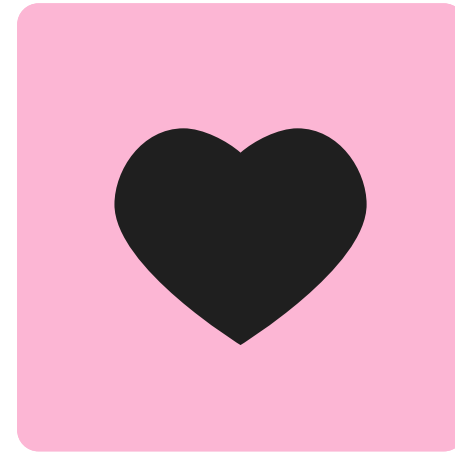
2. Uber lives or dies by data

3. Uber has “eaten the world” in less than 5 years and is a remarkable



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?