I didn't know

uber was

projects.

involved in

such diverse

This analysis

expeditionary

intriguing data on

strategies.

presents

initiatives.

uber's



I wonder how these expeditions align with Uber's core business

Are these these insights ventures are curcial for financially understanding sustainable for uber's long-term uber.

What can I learn from this analysis that can be applied to my own business or industry.



Persona's name

Short summary of the persona

Shares: They may share the analysis with colleagues or peers interested in business strategy.

Engages: Some readers might engage in discussions or debates Bout the implication of Uber's expeditions.

Reflects: they may reflect on how the insights from this analysis could be applied in their own professional contexts.

Curiosity: Readers are curious to learn more about Uber's expeditionary initiatives.

Interest: They are interested in understanding how these initiatives impact Uber's overall strategy.

Skepticism: some readers might be skeptical about the sustainability and relevance of these expeditions.

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?

