



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?

Focus on the
principle
users drivers
and riders

Customers
analysis
data

Coustmers
comfortability
in service

Increasing
profit

Trip and most
reached
destination
analysis

High
demanded
places and
service
analysis

Possible
ways to
increase trips

Increasing
growth of
the service



JSO DRIVES

voyage vista:
Illuminating insights
from Uber analysis

Trip analysis

Service
analysis

Happy to find a
way to provide
service to
maximum
coustmers

Delighted to know
the places which
require high demand
so that drivers could
be arranged
accordingly

Coustmers
travel purpose
and high
demanding
places analysis

Analysing data
provided to
improve
service

Easy to
predict places
which are
highly
profitable



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?

[See an example](#)