

Illuminating Insights from
Uber Expeditionary Analysis

Says

What have we heard them say?
What can we imagine them saying?

Increase
the
production

Benefits a
customer

Taste
should be
good

Spread the
people remote
areas to
increase the
production

i should give
discounts to
the product
they are
buying

Provide the
food, those
who need it
and get the
cash

Does

What behavior have we observed?
What can we imagine them doing?

It increase the
annual income
and so, the
company is
benefied

i feel it benefit
a customers
and company
get a good
name

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

This make
this company
to reach make
customer

If they rejects
the delivery it
should not be
get wasted

i feel it will
increase
the annual
income

i feel it we
apply this
there i will be
no wastage of
food

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

[See an example](#)