

## Says

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

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



**Thinks** 

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

With initiatives like UberFresh for grocery deliveries

Uber is a multinational transportation network company that operates a ride-hailing platform

Uber if they use your data to book a restaurant for a romantic dinn

> Voyage Vista: illuminating Insights from Uber **Expenditionary Analysis** I. PRIYADHARSHINI

Timing is everything at Uber

direct cars to people and people to places

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

Uber lives or dies by data

Uber has "eaten the world" in less an 5 years and is a remarkable

Data science is an integral part of Uber's products and philosophy

Uber follows a supplier pick map matching algorithm were the customer

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

Does

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



See an example

**Feels** 



