



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?

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

Uber is a multinational
transportation
network

company that
operates a ride-hailing
platform

With
initiatives like
UberFresh for
grocery
deliveries

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

direct cars to
people and
people to
places

Timing is
everything at
Uber

Voyage vista:
illuminating Insights
from Uber
Expeditionary
Analysis
Ragavi.R

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

Uber follows a
supplier pick
map matching
algorithm were
the customer



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?