



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?

"I want to understand how our expedition strategies are performing and identify areas for improvement."

"I need to make sense of the expeditionary data provided by Uber and extract meaningful insights."

"What patterns can I find in the expedition data? How can I use statistical techniques to uncover trends? What visualizations will best convey the insights?"

"Are our drivers following recommended expedition routes? How can we reduce expedition times and improve efficiency? Are there any recurring issues impacting the overall process?"

"How can I complete expeditions faster without violating traffic rules? Which routes are the most time-effective? How can I balance between completing expeditions and delivering a good rider experience?"

I need expedition strategies that help me navigate efficiently and maximize my earnings

Data Analyst,Uber Operations Manager,Uber Driver

Excitement about diving into the data, determination to find valuable insights, curiosity about the potential discoveries.

Provides expedition data, communicates operational challenges, seeks actionable insights to enhance strategies, and implements changes based on analysis recommendations.

Cleans and preprocesses data, applies data mining algorithms, creates visualizations to showcase findings, and collaborates with team members to gain different perspectives.

Relies on navigation apps, follows expedition instructions, adapts strategies based on personal experiences, and provides feedback to Uber on navigation challenges.

Pressure to optimize operations, eagerness to enhance driver experiences, concern about meeting performance metrics.

Desire to earn more, frustration with traffic congestion, satisfaction when using effective navigation techniques



Does

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

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