

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?

what kind of intustion?

what type of researchin 2016 carried out?

where is it located?

any network retriction but how is uber original activated?

way to in case of omission go?

uber service suddenly assictent method of analysis minerals?

VOYAGE VISTA:
IIIUMINATING INSIGHTS
FROM UBER
EXPEDITIONARY
ANALYSIS

do we have time for a quick delivery?

your's
labours
speak in
english?

in what industries have you worked?

what behaviorb kind of labours?

desceibe youruber job?

your uber
sevice busi
ness not
success?

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?



