



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 is a multinational transportation network company.

Uber Driver Analysis refers to the analyzing the number of trips.

Uber Provides a Convenient way for individuals to request rides from drivers who use their own personal vehicles.

It was founded in 2009 in California.

Uber drivers can provide insights into their overall activity and demand for rides in specific areas.

Daily weekly or monthly analysis.



Persona's name

Voyage Vista:  
Illuminating Insights  
from Uber  
Expeditionary  
Analysis.

Try more general keywords.

Try different keywords .  
Try fewer keyword.

The major of project is to use date analyzing techniques.

The analysis is usefull and helpfull.

Make sure that all wards are spelled correctly.

This analysis can help uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.



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?