



**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 need  
efficient data  
analysis tools  
for our uber  
operations."

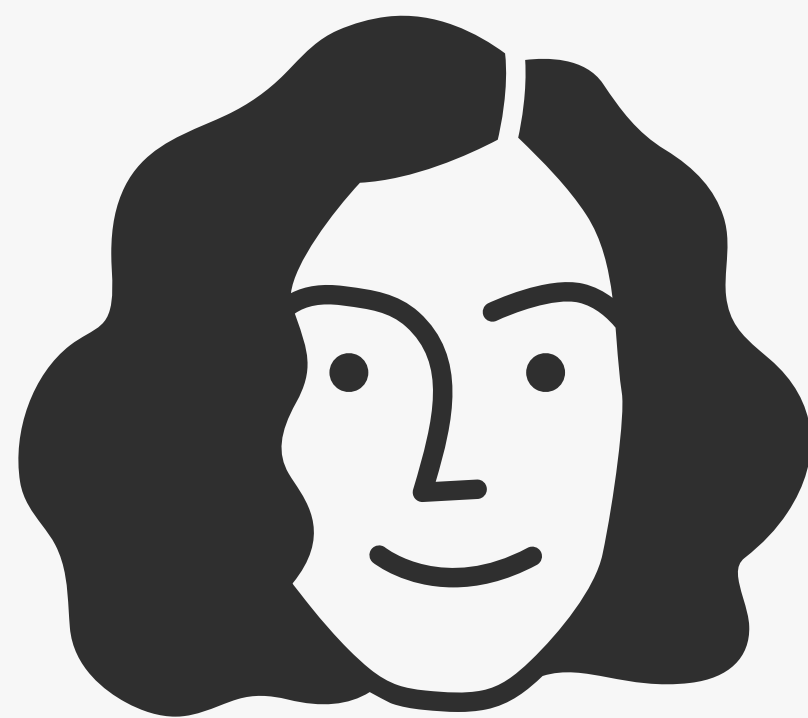
"Are there  
any tools that  
can simplify  
complex  
data"

" i want real-  
time insights  
into our  
expeditionary  
data"

" The current  
analysis  
process is  
time-  
consuming."

"Better data  
analysis could  
improve our  
decision-  
making"

"I wonder if  
there are ways  
to automate  
data  
collection."



**customers**  
iluminating  
insights from uber  
expeditionary  
analysis

Gathers data  
from various  
sources for  
analysis."

"Optimistic  
about the  
potential of  
data-driven  
insights."

"Uses  
software and  
tools for data  
processing."

" Collaborates  
with teams to  
interpet data  
findings."

"Frustrated  
with manual  
data  
analysis."

"Curious  
about new  
analysis  
techniques  
and tools."



**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?