

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?

peer pressure societal norms and trends can heaveily influence behavior

the details of the expedition such as its purpose location and duration.

An analytical aspect where the expeditions findings are examined and their broader implications discussed.

key to figure or element of expedition which could lbe a person a place or a cincept central to the expedition mission.

economic conditions job opportunities and income levels can influence both customers and drivers

advancements in technology can shape behavior



voyage vista illuminating insights from uber Expeditionary Analysis

Short summary of the persona

provide ride
hailing services
food delivery
and freignt
transport.

Going on virtual reality journey to explore fantastical worlds.

Fear of failure fear of the unknown or even fear for their safety

positive
emotions like
happiness can
also influence
behavior

anxiety can result from a sense of impending danger or uncertainty

Exploring
distant planets
and galaxies in
a futuristic
spaceship.

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?



