



Says

What have we heard them say?
What can we imagine them saying?

PROJECT
TITLE:VOYAGE
VISTA:
ILLUMINATING
INSIGHTS FROM
UBER
EXPEDITIONARY
ANALYSIS

I need
comprehensive
data analysis tools
to make sense of
expedition
findings

The data
visualization
tools help me
see expedition
trends clearly

The platform
simplifies
complex data,
aiding our
expedition
analysis



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their
behavior?

This analysis will
change the way
we approach
understanding
Uber's user
interactions

The expeditionary
data could lead to
improvements in
Uber's services
and strategies

I wonder how
these insights
compare to
traditional
analytical
methods

I need to find
compelling
statistics to
support the
report's
conclusion



Persona's name

UBER
CUSTOMERS

Researchers: They
work diligently to
gather, analyze, and
interpret
expeditionary data

Uber:The company
integrates the
newfound insights
into their decision-
making processes

Industry: The
analysis piques the
interest of others in
the industry,
encouraging them
to explore similar
approaches

Utilizes data
visualization tools,
collaborates to
interpret findings,
identifies trends

Excited about
uncovering new
perspectives on
Uber's
operational
strategies

Anxious about
apotential gaps
in the data that
might ffect the
analysis's
accuracy

Eager to
contribute
valuable insights
to the team's
research efforts

Curious:
Researchers and
analysts are
intrigued by the
potential break
throughs this
analysis could offer



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?