



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?

DISCOUNTED  
RIDES

ENHANCED  
CUSTOMER  
SUPPORT

UBER  
OPERATES  
24 HOURS A  
DAY, 7 DAYS  
A WEEK

DRIVER  
UTILISATION  
RATE

DETECTING  
FAKE  
RIDES

BETTER  
CARS

TOPIC NAME: VOYAGE VISTA:  
ILLUMINATING INSIGHTS FROM  
UBER EXPEDITIONARY ANALYSIS  
TEAM LEADER: R. SANDHIYA  
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SUPPORT ITS  
DAY TO DAY  
OPERATIONS

THE  
COMPANY  
INVEST  
HEAVILY IN  
DATA  
SCIENCE

SAFETY  
CONCERNS

EMPLOYEE  
INCREASES

PRICE  
DETERMINATION

CUSTOMERS  
FEARS FOR  
THEFT AND  
AUTO  
ACCIDENTS



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?

See an example