



Says

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

Analysis refers to the Analyzing the number of trips taken

transportation network company that operate

provide insights into their overall activity and the



Thinks

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

Travis Kalanick and is based in San Francisco

a ride-hailing platform

demand for rides in specific areas.



Persona's name

Short summary of the persona

out on Uber drives data

The research is carried

Uber drivers decide where to focus



Does

What behavior have we observed?
What can we imagine them doing?

Major of our project is to use data Analyzing techniques

geographic regions or specific cities to identify

unknown patterns in the Uber Drives dataset.



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?