



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?

voyagers express a desire for real time during during their journeys s emphasizing the nes for ubers provide details route information traffic updates and destination recommendations they also mention concerns about data accuracy the reliability of these insights

some uber bus drivers stop receiving requests one hour before their shift ends so thry can finish on time

uber bus delivers in casino end up workinh longer than their scheduled shift because they still receive requests 20-30 minutes before their shift ends, which can take more than an hour to complete

acquiring customers it a challenging task for any company and ubers is no exception customer acquiring costs (CAC) which includes marketing and promossion costs is the biggest cost

uber technolotics, is an american multinational transportation network company (TNC) offering services

would most likely can other traveller reviews and feedback

Voyage Vista:  
Illuminating  
Insights From  
Uber  
Expeditionary  
Analysis

Persona's name  
Short summary of  
the persona

uses the chat function to self -serve

igniores marketing emails

avoids calling anyone on the phone

frustrated my needs are being igonerd

anoyed can't get any answers on the site

unsure- because the infp on the site it unclear



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?