



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?

overall activity

during availability of during those times

demand for rides in specific area

pattern for trip volumes

analyzed the region

daily,weekly,monthly analysis

voyage vista : illuminating insights from uber expeditionary analysis

uber drivers data collected

data analysis of trip or journey

efforts for maximum efficiency

analysis can help identify peak hours or days of high demand

profitability

analyzing the techniques to find unknown patterns



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?