



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?

says about customer reviews and complaints regarding ride quality and wait times.

Emphasizing the need to leverage advanced analytics to improve users experience.

Receives feedback from drivers on their experiences with the uber app and navigation tools

Thinks that predictive modeling can help anticipate demand and optimize supply.

Believes that data analysis can revolutionize the transportation industry and improve user experience.

Views continuous innovation and adaptation as essential in a competitive market.



safety travelling

Acts upon real-time data to reroute drivers and allocate resources efficiency.

Collaborates with drivers to gather insights and feedback for app improvements.

Uses historical data to identify patterns and trends,enabling proactive decision making.

Expresses the value of real-time insights for making dynamic adjustment to the transportation network.

Talks about the potential for predictive modeling to enhance driver allocation and route optimization.

Highlights the importance of data-driven decision-making for optimizing uber's operations.



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?