

Illuminating Insights From Uber Expeditionary Analysis

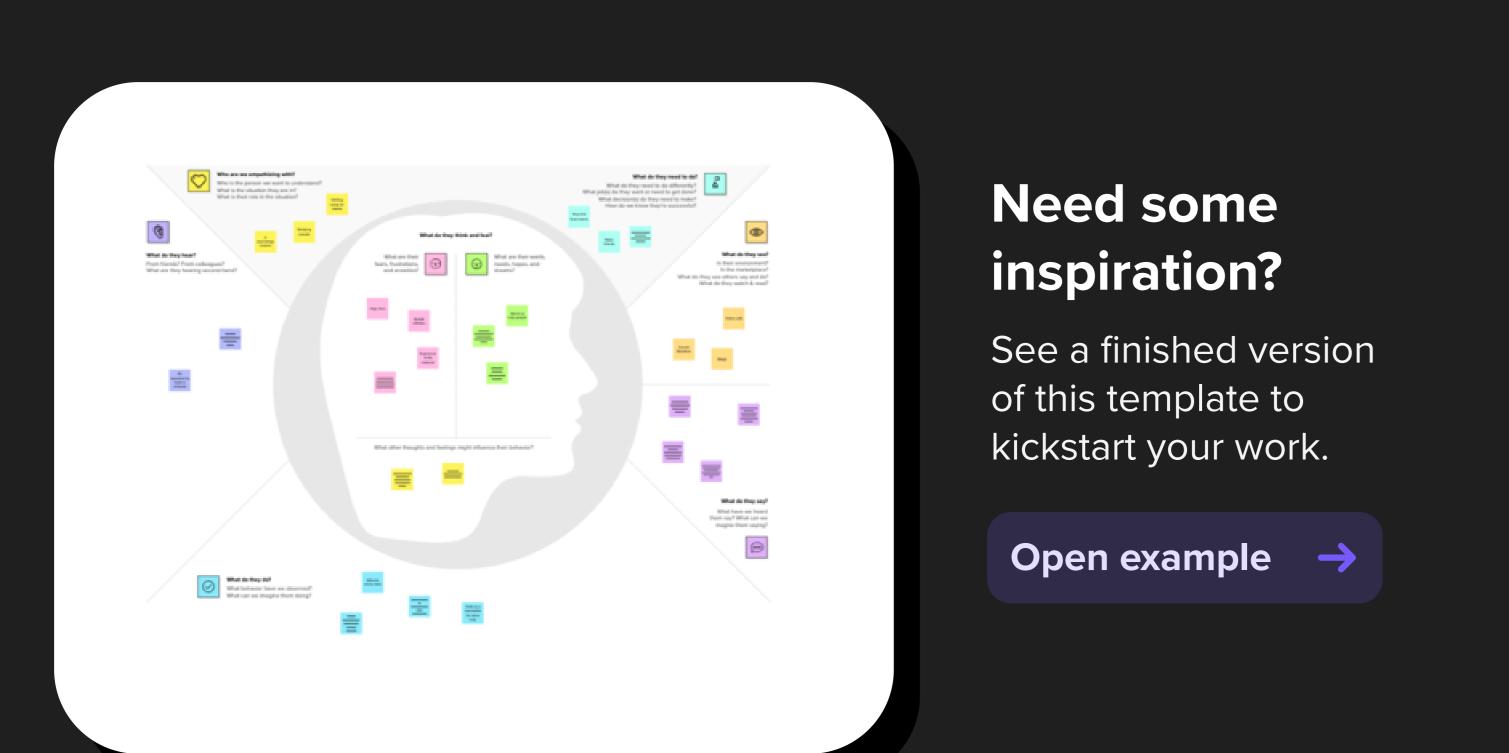
Use this framework to empathize with a customer, user, or any person who is affected by a team's work.

Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at



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How can Uber use expeditionary analysis to make data-driven decisions regarding the expansion or contraction of its services in specific geographic regions

