



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?



Persona's name
Short summary of the persona

"The data from expeditions can revolutionize how we understand our service"

"The customer perspective should guide how we interpret expediion insights"

"Analysising expedition outcomes can provide valuable insights for decision making"

Consider the impact of ubers expectations on customer experience

Reflect on the challenges faced during expeditionary analysis

Evaluates the effectiveness of data analysis in improving ubers service

Engages in discussion with colleagues to brainstorm innovative uses for insights

Seeks opportunities to enhance expedition analysis method and accuracy

Shares expeditionary findings in presentations and meetings

Excited about the potential breakthroughs expedition analysis could bring

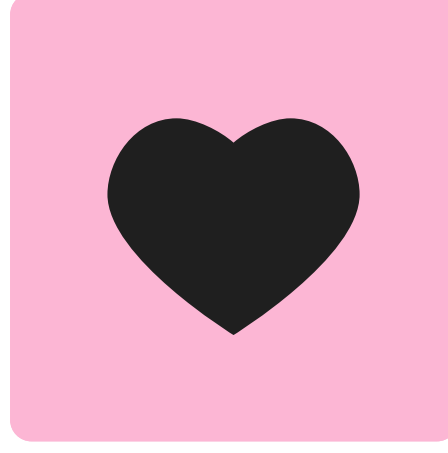
Empowered by the role in shaping the future of uber through data_driven decision

Curious about how customer will respond to improvements based on analysis



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?