



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?

ILLUMINATING
INSIGHTS FROM
UBER
EXPEDITIONARY
ANALYSIS

customers get
into the habit
of taking a car
for very short
distances

Creating
dashboard
story using
table and
analysing uber

The cost can
add up
quickly

It provides the
much needed
comfort with
cheap fare

Door_to_door
convenience,safety
and reliable quality

The single biggest
commpetive
advantage that
uber posseses is
the network
economies

An important
advantage for
drivers working
with uber and
other e-mail
services

The riders using the
service have
registered their
identies and their
credit card number
on the app

They are not
random
strangers on
the street

Users feel
satisfied by
their clear
vision about
uber

Feels
curiously to
know more
about uber

Feel some
shock to know
about the
impact of uber



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?