

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?

Uber is a multinational transportation network company.

That operates a ridehailing platform and relies heavily on data science.

Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.



Analysis to support its day to day operations and provides hassle-free rides and deliveries to customers.

It was founded in 2009 by Garrett Camp and Travis Kalanick and based in San Francisco, California.

Uber launched in India in 2013 as a ride-hailing platform in Bengaluru and had phenomenal success around the country and in November 2021.



Uber's advantages include door-to-door convenience, safety, and reliable quality. Drivers gain more opportunities for jobs.

Uber wants to increase ridership and increase revenue. Uber looks to increase LTV per rider.

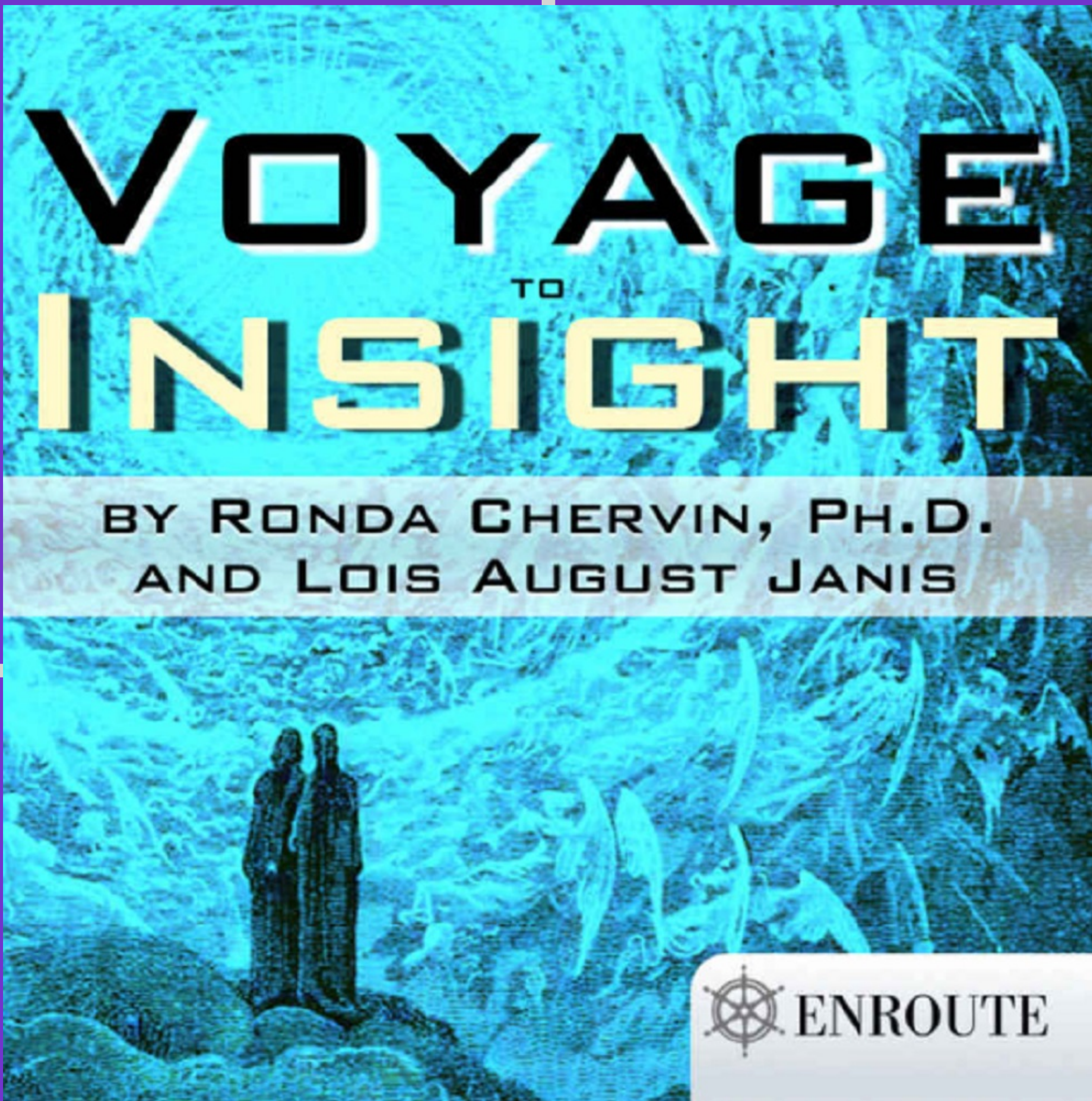
Marketing, platform development and enhancement, sales promotion to acquire new customers, communication with the driver, customers and partners, customer support.



When drivers are few and demand is high, this will help ensure that you can get a ride when you need one.

Our dream is to provide a safe and reliable platform for drivers and riders.

This analysis can help Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.



We integrated driving insights to learn more about the details of a driver's driving behaviour.

Uber technologies are applying insights from the field of behavioural economics.



To push its drivers to pick up more fares—sometimes with little benefit to the self-employed workers.

For riders' safety and security, ease of booking, easy and convenient transactions

Complemented it with distracted driving detection by monitoring their phone usage and phone handling while driving

For drivers' ease to get started, opportunity to earn, freedom to choose working hours.



Not only is getting lost frightening, but it is extremely frustrating when a driver makes a wrong turn.

Taking an Uber alone, going home in the early hours of the morning after working or partying.



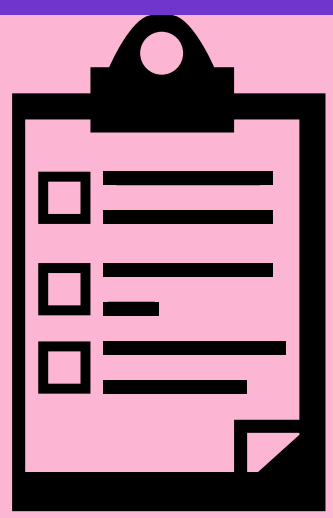
Getting lost or arriving late. While many trust that an Uber or Lyft driver has a reliable GPS, there is still a concern that they may get lost.

Driving through unfamiliar neighbourhoods could cause anxiety.

Play a significant role in stimulating the tourists' mobility and accessibility to attractions and service facilities.



Does What behavior have we observed?
What can we imagine them doing?



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Feels

