



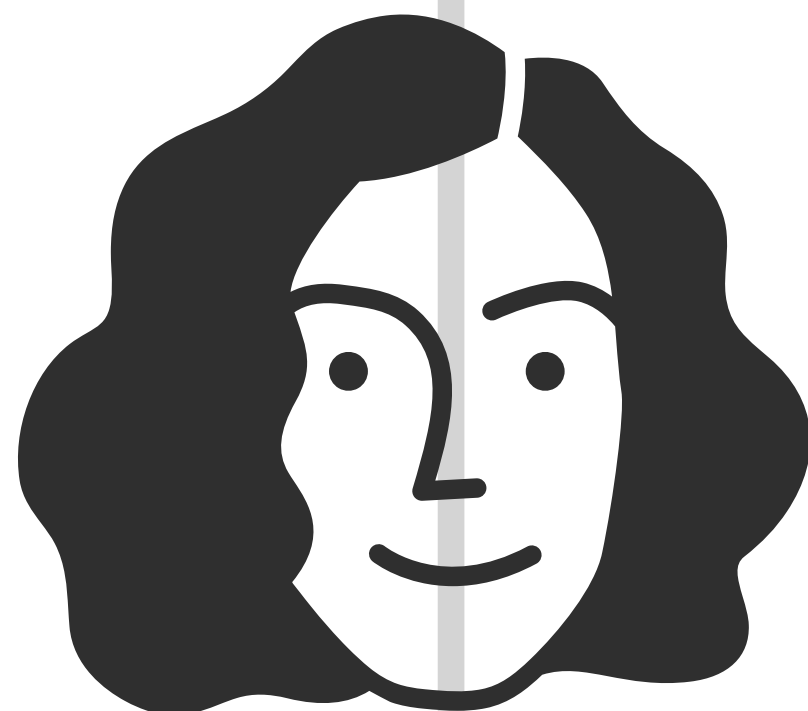
Says

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?



KAVITHA.R

VOYAGE VISTA :
ILLUMINATING
INSIGHTS FROM
UBER
EXPEDITIONARY
ANALYSES

Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid

Uber is technology platforms that connects drivers and riders.

To provide transportation as reliable as running water, everywhere, for everyone .

Uber is a raid sharing company that hires independant contractors a drivers.

As a driver you use your reached to pick up riders and drive them to preferred destination.

Drivers earn money based on trips completed using the uber app.

Uber technolgyis is an american transportation conglomerate that mainly provides ride hailing services where individuals can hail a vechicles.

It will tell you the distance and approximate cost for the journey depending on what service you choose.

Uber is considered safe for riders and is a modern convenient way to get from one place to another quickly.

Once you've ordered it you can keep track of where the car is via the map and the little car icon.

Infact uber provides top safety measures to help ensure that riders remain safe and continue to want to use the service for their transportation needs such as uber background.

Uber analysis examining the strenghts weaknesses opportunities and thereats to the uber business model.



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?