



Says

What have we heard them say?
What can we imagine them saying?

Ride booking,
peer-to-peer
ridesharing,

ride service
hailing, food
delivery,

a bicycle-
sharing
system.



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Ease to get
started

Opportunity
to earn

Freedom to
choose
working
hours

UBER

Brand Equity

Low Fixed
Investment

Focus on
Customer
Satisfaction

Dynamic
Pricing
strategy

Adaptive

Maximum
use of new
technology

internet for
business
growth.

Deliver a swift and
efficient service
and charge at least
15% commission
for any transaction.



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?