



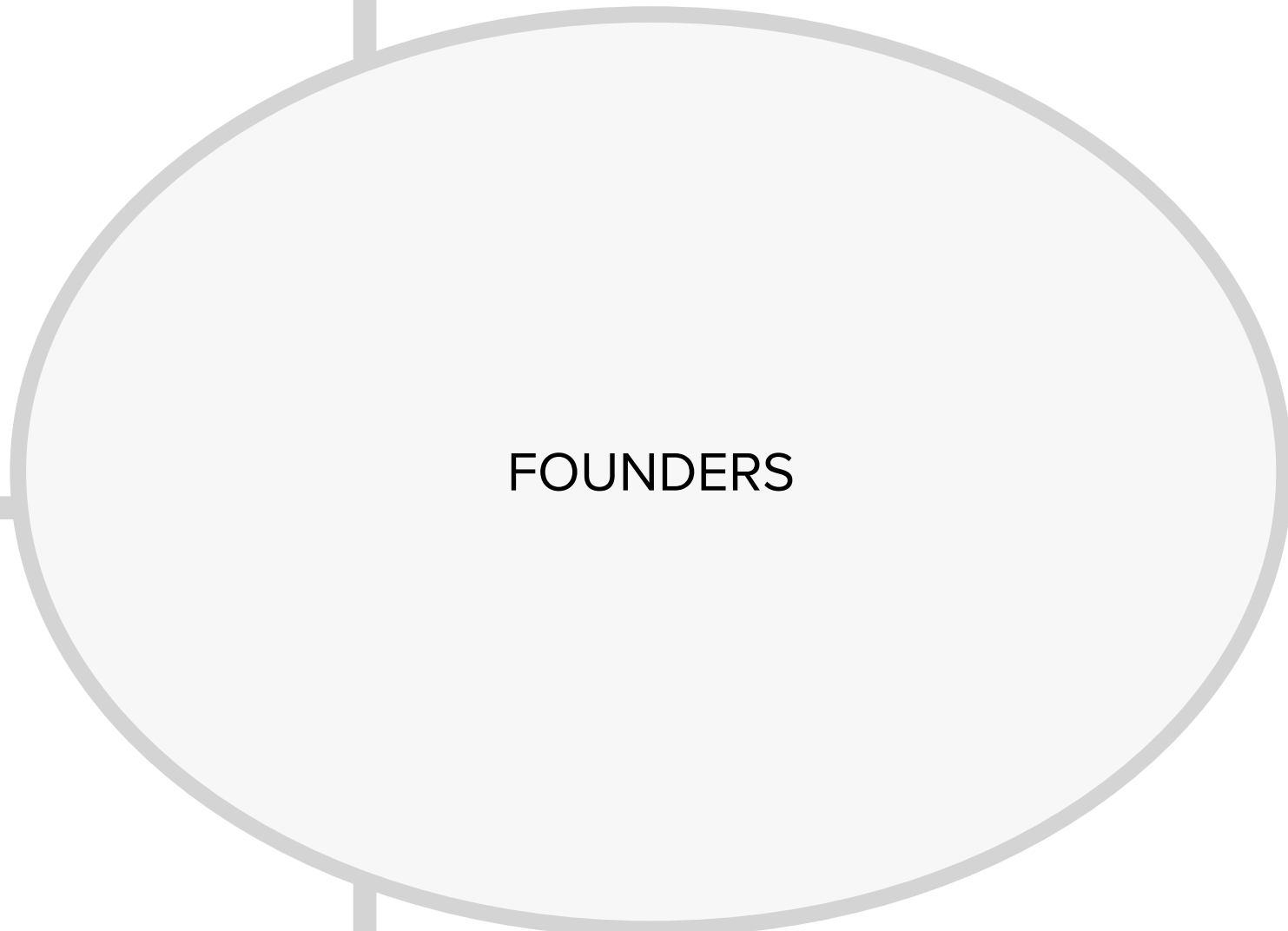
Says

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?



Individuals
can hail a
vechicle
using the
uber

This
opportunity
earn for
drivers

This uses of
additional
service.ex:
food delivery

Safety and
security for
customer.

Increase the
number of
employees.

Easy of
booking
uber app on
their phone.

Buying
many
vechicle.

Addvertisement

Reduce cost
a comparsion
with other
companies.

Performance
is better.

Public are
happy to
use.

We must
provide
more
facilities.



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?