



Says

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

Lost Item in Uber

Inapprppropriate Music

The most common complaint that Uber riders have is their driver being late

Distracted Driver

Unprofessional

Too Talkative

Dangerous Driver

Incorrectly Charged



A.DINESH

Illuminating Insights  
From Uber  
Expeditionary  
Analysis

To speak with an agent

Go to help in your Uber Driver app

A general complaint about your ride to Uber's customer service

Tap call support

Submit a request for a refund



Does

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

Thinks

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



Can reduce air pollution costs by 9-13 cents

Uber links passengers with drivers using the Uber app

It really is a great and convenient option to use

Uber customers typically spend far less time waiting than customers of traditional taxi services

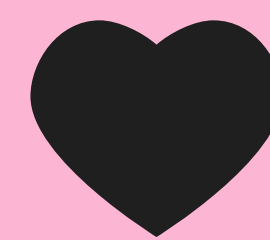
Uber follow a better routing algorithm, and their cabs reach the pick-up location within minutes

Give customer and employees alike the charge to be heard and make good use of the feedback

78 percent of Uber users stated that they were extremely or very satisfied with their ridesharing service

Door-to-door convenience, safety, and reliable quality

Typically get where they are going faster or cheaper than they would by taxis



Feels

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