



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?

Most Uber trips were booked between 5PM and 6PM. The most popular day of the week for booking an Uber was Saturday.

The drivers are generally polite and well spoken.

The riders input their destination into the app, and the drivers use navigational software to get there. Wrong turns are unlikely.

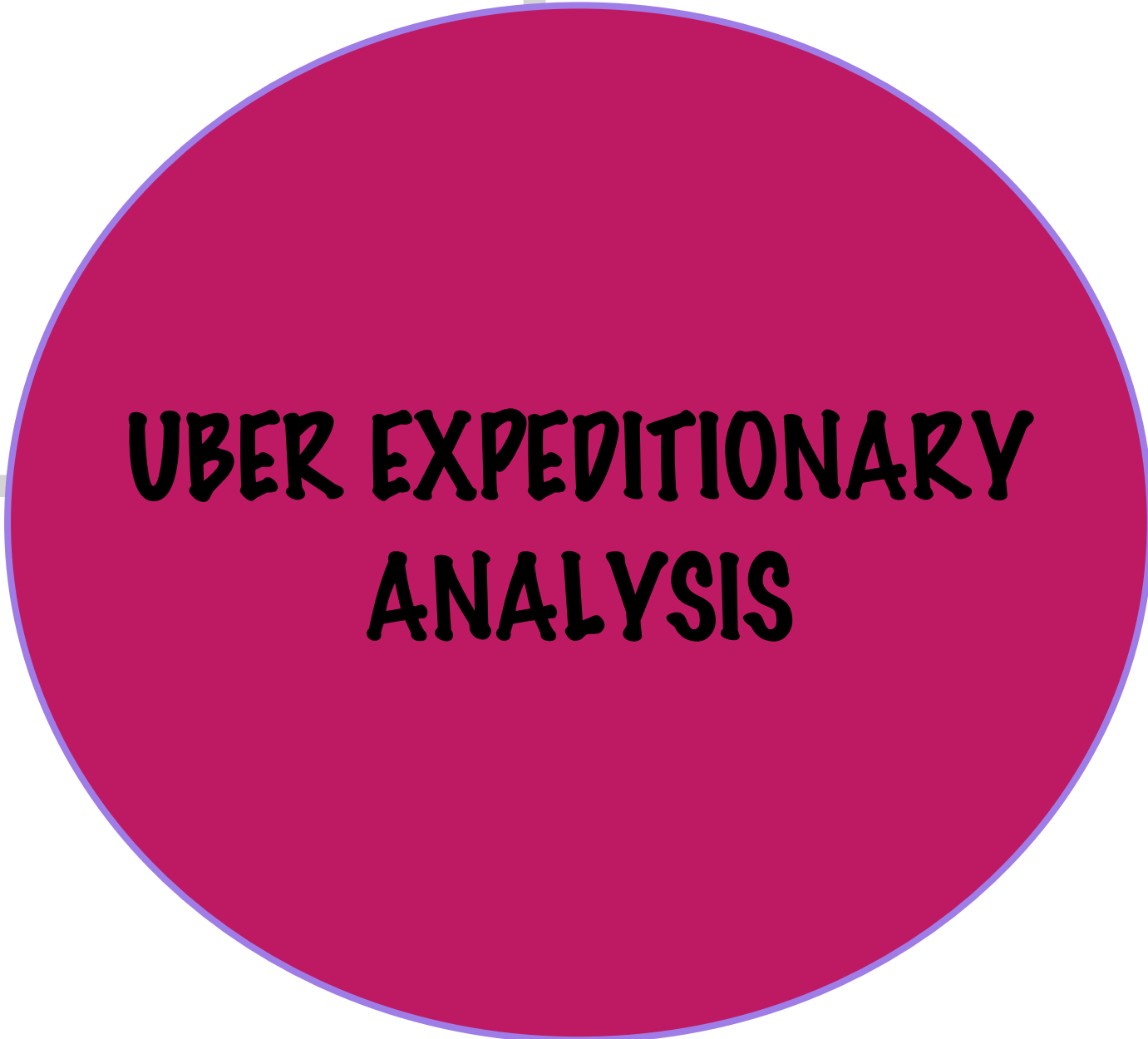
Fast Trips Any Time, Almost Anywhere.

Drivers avoid expensive taxi rental leases by using their own vehicles. They also pay their own fuel and maintenance costs.

Drivers are also spared any office politics because the app renders dispatchers irrelevant.

They think about how rider behavior and preferences impact the overall customer experience and satisfaction.

They contribute to improving operational efficiency by optimizing routes, driver allocation, and resource allocation.



Uber technology would make it possible for them to provide rides that were less expensive than other types of transportation and more readily available to a larger part of Indian's.

With cheap prices and readily available cars, customers get into the habit of taking a car very short distances. The cost can add up quickly.

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

Door-to- Door Convenience, Safety, and reliable quality.

It has also received criticism for its treatment of employees, facing claims of racial discrimination and sexual harassment in the work place.

Uber has committed to give ten million rides, meals and deliveries to health care workers, seniors, and people in need around the world.

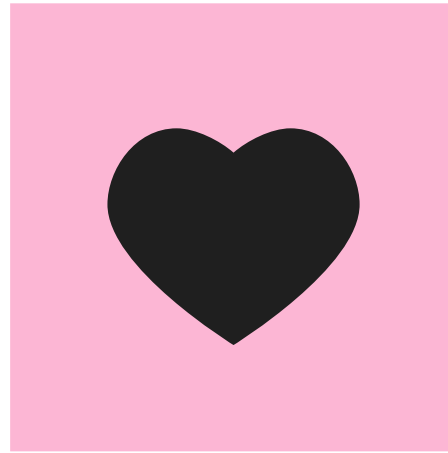
They feel a strong sense of responsibility too uncover valuable insights that can inform business strategies.

Discovering illuminatinng insights can be exhilarating, as it often leads to informed decision-making and innovation.



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?