



Says

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



Thinks

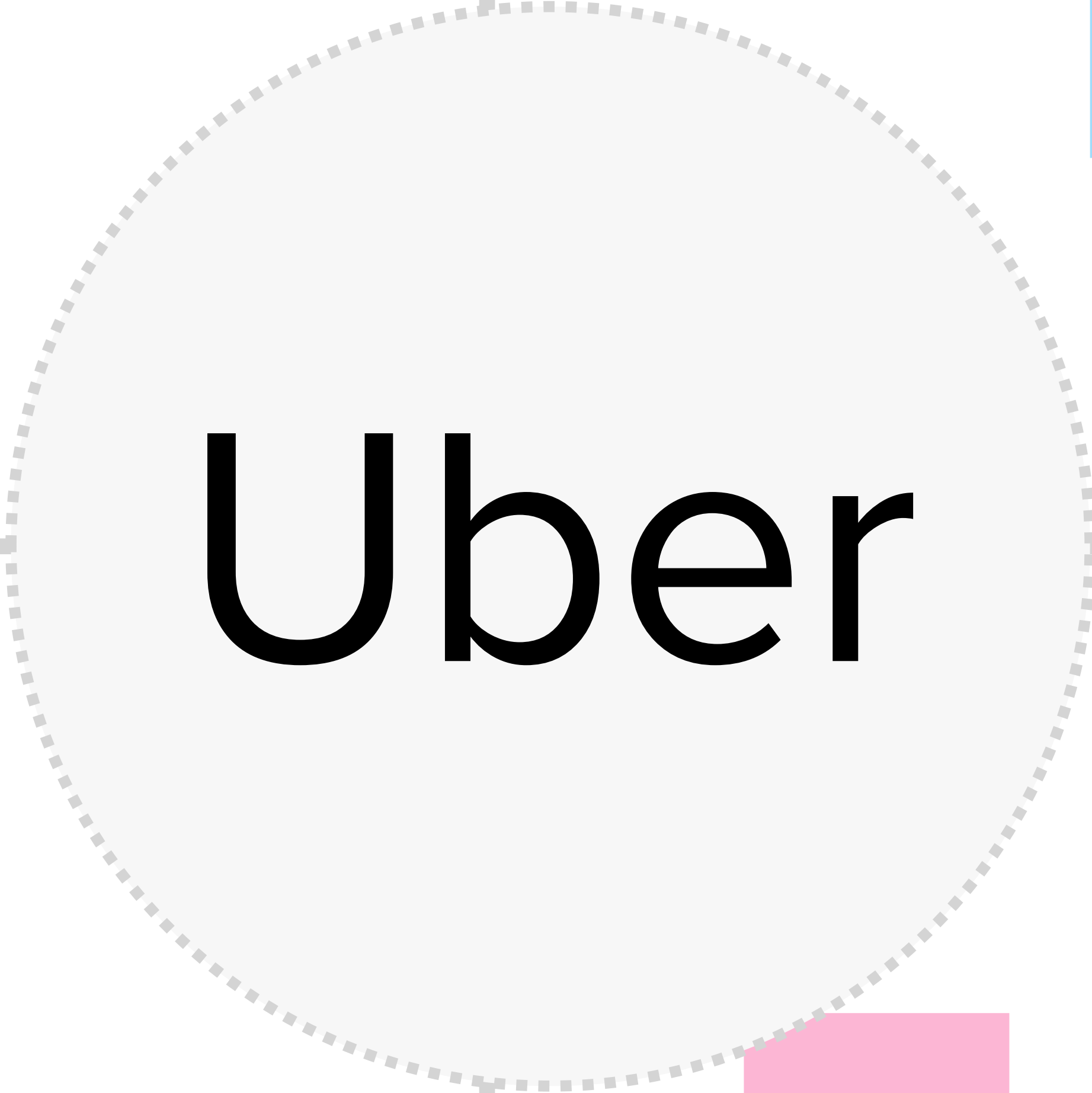
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

users can cancel rides for from evan after cab arrives if situation demands it

Dynamic pricing strategy:uber has remained consistent in its dynamic pricing strategy.It's "Higher the demand; Higher the price" policy has proven to be beneficial to its drivers and industy

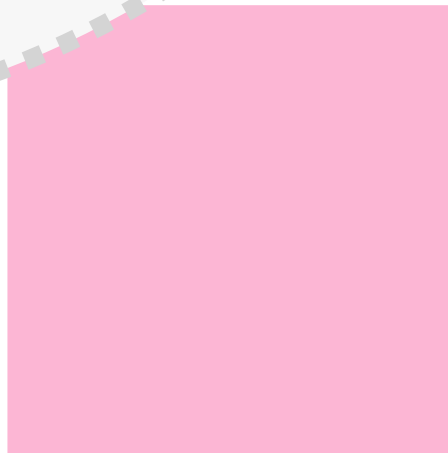
low prices as compared to Taxis and other commute app.

The company,based in san francisco, provides additional services of ride-haiting,food delivery, package delivery and freight transport in the united states and around the world.



uber has helped 30 lakh drivers in india earn a cumulative amount of over 50,000 crores through its platform since 2013 which has facilitated around 300 crore trips.

uber completes 10 year in india,operatr in over 125 cities,helped drivers cash payments and regional language support and has revolutionized travel in india.



when ever a rider rates a trip 4 star or below, they are required to provide feedback by selecting a reaon from a dropdown list.

In terms of stars (out of 5)and by writing a short description after every ride to improve their service.



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?