



## 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?



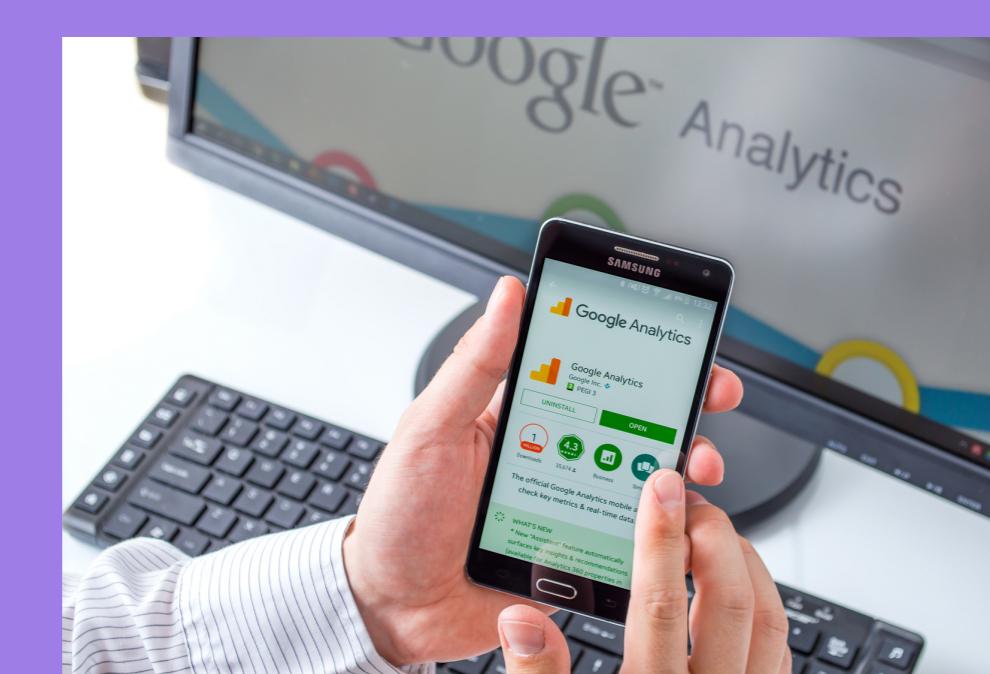
I'm  
eagerly  
waiting to  
use uber

Direct  
contact  
with  
drivers

Uber should  
take care  
of their  
driving  
employees

Uber can have all  
type of cars so  
that customer can  
select the brand  
and the amount  
can be fixed  
according to that  
types

Uber is  
used for  
travelling  
purposes



Uber is  
easy for  
booking

It  
provides  
us a safe  
travel



Uber  
accepts all  
types of  
payment

Easy to  
access the  
location by  
the  
passengers

Uber gives us  
a comfortable  
travel since  
we can avoid  
public  
transports

In Uber we  
can book for  
other people  
and you can  
change the  
payment mode

Uber is  
available  
24X7



JOHN SYLVIA.J

### VOYAGE VISTA: ILLUMINATING INSIGHTS OF UBER EXPEDITIONARY ANALYSIS

The driver  
should have  
the  
capability  
for a long  
drive

Incase of  
any traffic  
jams the  
passenger  
should be  
informed

The Uber driver  
should follow  
the driving rules  
or else the  
passenger  
remains in  
fearful mode

The Uber drivers  
should know all  
the routes while  
driving so that  
it saves the  
time of  
passengers

If a specific  
location has a  
high demand,  
then the supply  
must be  
increased in  
that location



If car gets  
repaired then  
the passenger  
should get an  
alternate  
vehicle  
immediately

The music and  
radio settings in  
the car can be  
done according  
to the  
passenger's wish



Incase if a  
person is ready  
to share their  
travel with  
other then the  
amount can be  
reduced

If a passenger  
misses his/her  
personal  
belongings in  
the car it should  
be returned to  
them properly

Uber should  
maintain their  
website in a  
proper  
manner

The cars should  
be maintained in  
a proper  
condition so that  
it can avoid some  
accidental  
incidents

The driver should  
know some of the  
minor technical  
issues of car so  
that they can  
solve themselves  
without the help of  
mechanic incase



## 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?

