



## Says

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



- Yeah, I definitely feel comfortable, as long as it was like supplies or food I'm more than happy to drop that off. I just don't feel comfortable with like strangers in my car, but I'm more than happy to drop off supplies if you know people needed.

- The flexibility allowed me to drive as a part time uber driver. I could do it in my own time.

## Thinks

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



- Thinks of uber as a necessity due to money.



- Uber is an extra income for him to pay student loans, bills, rent.

- I usually wait at the motor center (Portland) for high traffic areas and they "I have a designated spot for picking up rides. I'll let the rider know what my van looks like and that I have my hazards on."

- Usually given a landmark to the riders in a busy area.



**uber analysis**

like start time, end time, miles, location, category, etc.,

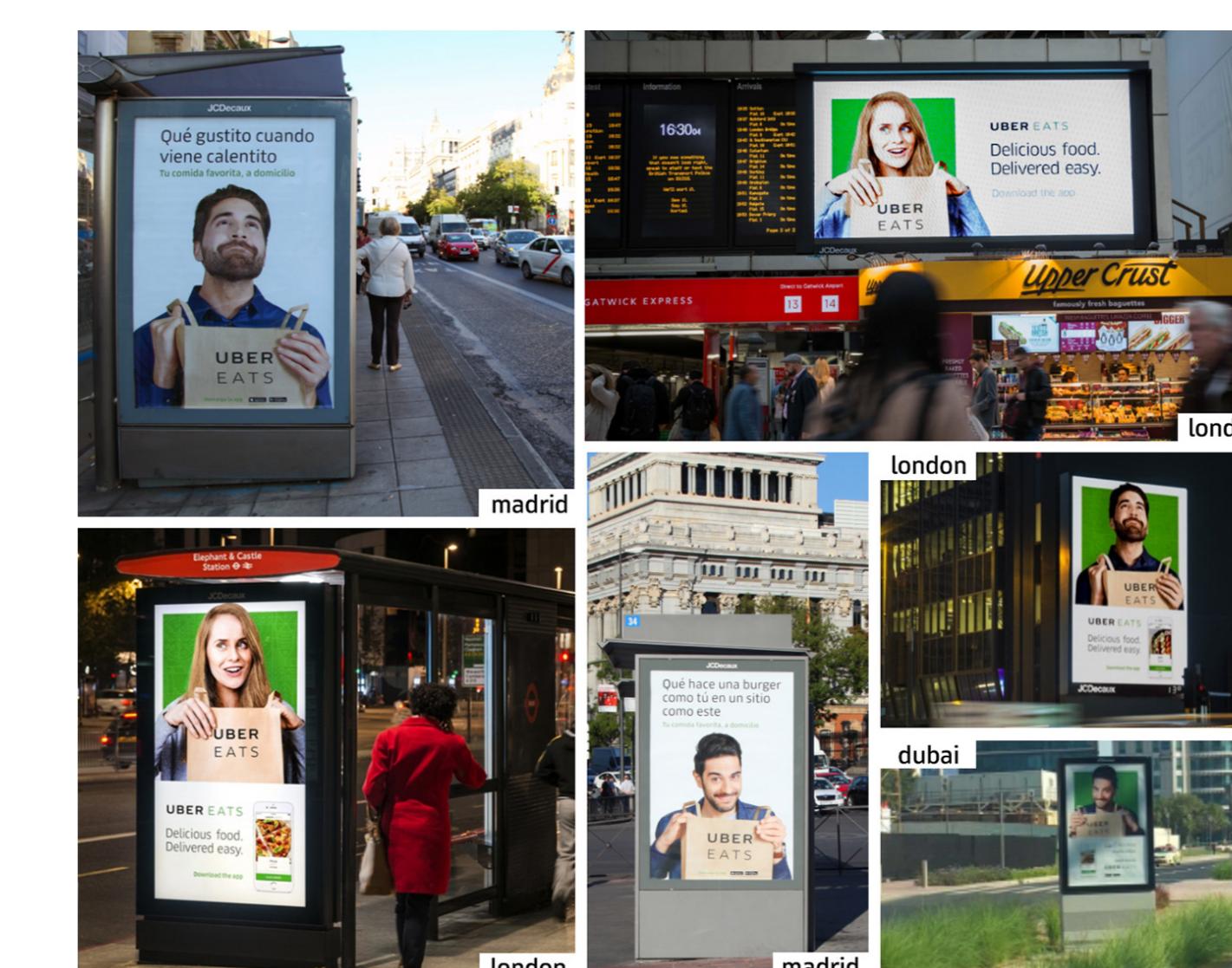
- The app does not indicate if an area is affected by an emergency for the downtown shooting. I just thought it was a normal surge of requests due to some event.



- I get a customer code. So I show the code to like the person working at the restaurant. And then it has their order information on it.

- We call people and ask them to walk to a certain place. The sad part is you are not getting paid for navigating people to the right pickup point.

- Don't want to be in imminent danger when picking up.



- It is pretty stressful situation during the event and they incentivize you with surge pricing. They have algorithm that is simple supply and demand. They say you can 5X the price.

## Feels



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



## Does

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

See an example