



Says

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

Uber is very helpful in transportation

They need strict guidelines from government

They are very cheaper compared to the travel cost of local cars

They didn't do anything differently

They make the passengers to reach the preferred destination.



Thinks

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

They want to make the travel easier

They want to disrupts the market of local taxi

Uber app is very safe

Whether the driver get the profit with Uber?

Many people prefer Uber

PASSENGER

They have 17 million trips a day

Average waiting time is 5 minutes

Uber drivers have excellent driving skills.

Drivers use their own cars

They charge only less amount

Uber might charge the upfront price of a trip before a trip is completed.

Fear for an Uber passenger is getting in to car accident

The dangers of Uber include theft,assault.

Rated highly by the driver

Girls feel unsafe to travel lonely.



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?