



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?

Collection of data to all cab owner

Door to door convenience

Cab quality

Point to point travel

Food delivery

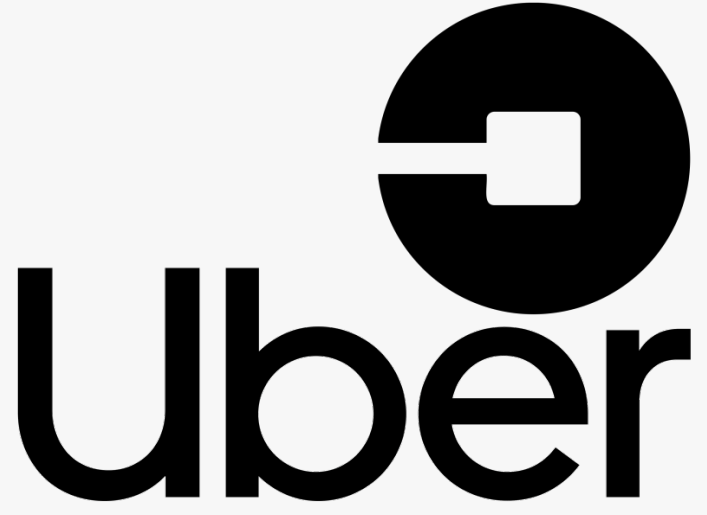
Cab booking is easy

Cab availability


Customer service

Low cost

Good Driving



UBER EXPEDITIONARY ANALYSIS



Compatible salesforce

Booking system

Easy to travel

Poor transportation

Reliable quality

Late cars

Driver management

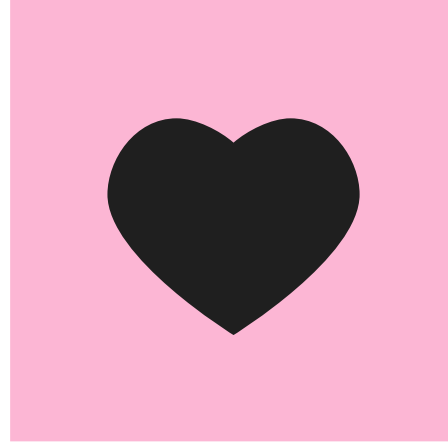
Satisfy the customer needs

Reach the correct place

Uncomfortable



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?