



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?

uber is a multinational transportation network company that operates a ride - hailing platform.

uber data can be analyzed on a daily, weekly monthly basis to understand the trends and patterns of trip volumes

it was founded in 2009 by Garret Gamp.

uber accepts various types of payment option

uber gives discount to regular uses. If you have booked an uber 2-3 times you will start getting ther message in wich they will given you discount codes to redeem on your rides

It is great to travel from one place to another especially long distance

The companys tagline is everyones private driver and the is exactly what it feels like to use the service

uber is affordable and convenient

uber is a technology platyform our smartphones apps connect drivers and riders.

when you arrive at your destination and exit the vehicle, your trip ends.

uber is a ride-hailing company that offer the uber app, which you can use to submit a trip request that is automatically sent to an uber driver near you alerting the driver to your location



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?