



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

ubar provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

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

we can use this data for training a model using ML and building a smart AI based predictive system.

a platform where those who drive and deliver can connect with riders, eaters and restaurants.

uber analyzes demand and supply in real time to make the drivers available at the most demanded location.

if you are the recipient of or witness to any threatening or rude behaviour, you can report the situation to uber.

Aggressive, confrontational and harassing behaviour is not allowed.

this analysis can help uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

being stuck in traffic is an irritant no one likes, but if you have a fear of panic attacks traffic can be a terrifying experience.

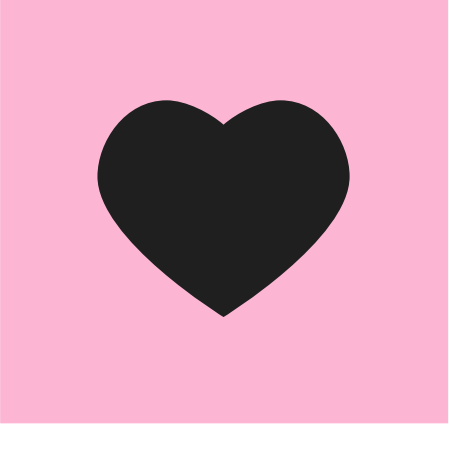
uber provides a convenient way for individuals to request riders from drivers who use their own personal vehicles.

this analysis can help identify peak hours or days of higg demand and optimize driver availability during those times.



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?