



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 uses noncommercial cars, its drivers avoid costly commercial insurance,Taxi medallions and other expenses.

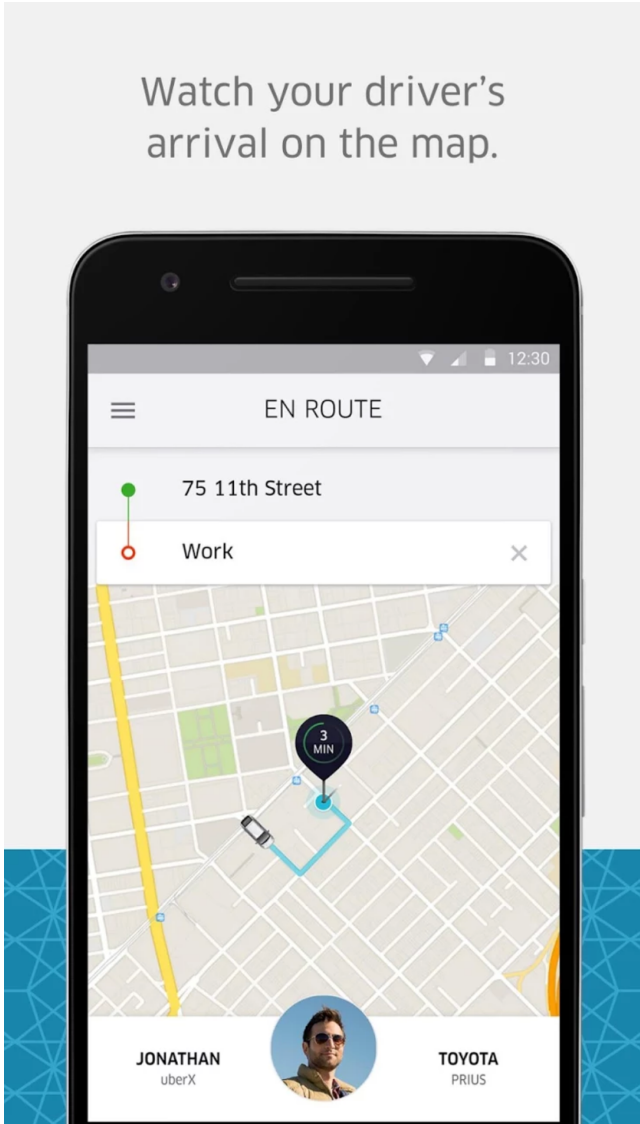
Door-to-Door convenience.

It has expanded its service to included Food delivery,Package delivery,frieght transportation and more.



Uber prices with other local options, uber will be cheap and safe.

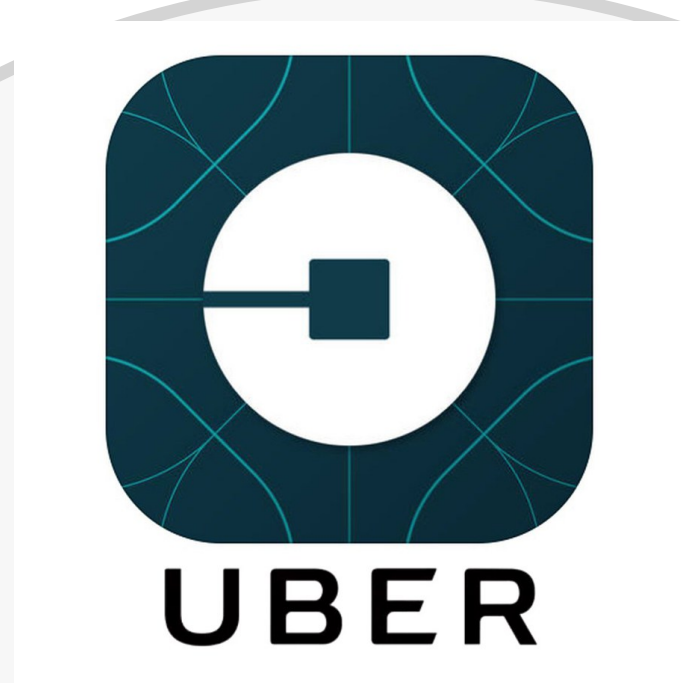
Trade on the go anywhere anytime.



Post-party rides.

Uber operates in 72 countries, with over 7.6 billion trips carried out.

Avoid the cost of owning a personal vehicle.



USERS

Offering free rides and discounts to First time users.

Highly dependent on Internet.

Professional service.



Convinient and Cashless.

Dependence on driver.



Driver-Rider communication issue.

Reliable quality.

Booking cancellations and Payment issue.



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?