



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?

It can provide insights into their overall activity and the demand for rides in specific areas

Uber is a multi national transportation network company

Use data analysing techniques to find unknown patterns in the uber drives dataset

Innovative business model,user friendly-app and aggressive expansion strategy

Convenient and cashless

Clearer cars and safer rides

Uber will be cheap and safe

Be kind and respectful

Connect with riders

Provides services related to mobility

Protect your personal information

Drivers denying to accept credit cards



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?

