

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?

Operating in

570 cities

worldwide.



Uber car transportation and food delivery mobile apps.

Headquarters in San Francisco ,USA.

Garrett Camp

Founded in 2009 by and Travis Kalanick(CEO).



S.Lokeshwari A. Malavika B. Malliga M. Mantha

Follows dynamic pricing.

> Self driving car and helicopter service.

Provides services as UBERX, UBERPOOL, UBERLUX, UBERGO, UBEREATS, UBERRUSH.

Launched their services in Indoa in the year 2013.

Revenue:

20 billion

USD (2016).

Variation in service.

Number of

employees:

6700.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

International

expansion in

2011.



