



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?

In a peak time using buses is very affordable and comfortable.

In unknown places using uber is very useful and safety.

Didn't know the correct address of the customers's current area.

No time to wait.

In Emergencies like Examinations, Airport,...etc., uber is used to reach in time.

Need to be in a Network available area.

Need not to bargain for the affordable price.

Pickup the customers from their place.



Hiring double or triple charges in a peak time like morning 8:00 to 10:00, evening 5:00 to 8:00 and also in Occasional days.

It only cheap for the short trips not for the long trips.

Consistently low rating or reports of unsafe behaviour toward drivers can cause the deactivation of an account.

Due to network issue, E-Payment conclude as a problem.

Cash payment is not available.

PAIN:
(i). Uncomfortable in paying cash.

(ii). Hiring maximum charges in a peak time.

(iii). It only comfortable to travel for a short distance.

GAIN:
(i). Pickup with in a minutes and drop in a time.

(ii). Feeling comfortable and safety.

(iii). Deactivating the unsafe behaviour of the drivers is safe for the customers.

Experienced and qualified drivers.

Comfortable and safety.

Only E-Payment option.

Using GPS device to pickup the customers from their places.

With the help of Google Map drivers using shortcuts to drop the customers of their destination in a less time.



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?