

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
TRANSPORTATION
NETWORK
COMPANY THAT
OPERATES A RIDEHAILING
PLATFORM

CONVENIENT AND CASHLESS.

UBER PROVIDES
A CONVENOENT
WAY FOR
INDIVIDUALS TO
REQUEST RIDES
FROM DRIVERS.

UBER DRIVER ANALYSIS
REFERS TO ANALYSING
HE NUMBER OF TIPS
TAKEN BY UBER DRIVER
CAN BE OVER ALL
ACTIVITY AND THE
DEMAND FOR RIDES IN
SPECIFIC AREAS.

INSTEAD OF CHASING DOWN A TAXI ON A STREET OR CALLING AND WAITING FOR A CAR SERVISE, A CAR FROM ANY LOCATION AND HAVE IT ARRIVE IN MINUTES. UBER DOESN'T EVEN NEED TO ASK U FOR AN ADDRESS IT NOSE WHERE YOU ARE.



UBER

IN CITIES WHER UBER IS AVALEBLE, YOU CAN USE THE UBER APP TO REQUEST A RIDE

UBER IS A PLATFORM WHERE THOSE WHO DRIVE AND DRIVER CAN CONNECT WITH RIDERS, EATERS AND RESTAURANTS.

UBER ACCEPTS
VARIOUS TYPES OF
PAYMENT OPTION
LIKE
CASE,CREDIT\DEBIT
CORD, PAYTM. .

UBER IS AVAILEBLE 24\7.

IT'S GREAT TO
TRAVEL FROM ONE
PLACE TO ANOTHER
ESPECIALLY LONG
DISTANCES. UBER
GIVES DISCOUT O
REGULAR USERS.

Does

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

WHEN A NEAR BY DRIVER

ACCEPT YOUR REQUEST,

ARRIVAL FOR THE DRIVER
HEADING TO YOUR PICK

THE APP DISPLAYS AN ESTIMATED TIME OF

UP LOCATION.



Feels

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

