

"I rely on Uber for my daily commute."

SAYS

"I appreciate the convenience of cashless payments."

"I wonder if there will be surge pricing during rush hour."

THINK

"I hope my driver knows the quickest route to my destination."

"I prefer Uber because it's usually faster than public transport."

"I'm concerned about my safety, especially during late-night rides."



Opens the Uber app to check estimated ride times and prices.

DOES

selects the ride option based on speed and affordability.

Grateful for the convenience and ease of use of the Uber app.

FEELS

Frustrated when prices surge during peak time.

Rates and reviews drivers based on their overall experience.

Relieved when the driver arrives promptly.