



### Says

What have we heard them say?  
What can we imagine them saying?

Users might say they enjoy the convenience of uber's app-based booking system.

Users might mention that they appreciate the availability of rides, especially during peak hours.

Users could express concerns about the cost of Uber rides compared to other transportation options.

Users likely use the uber app to book rides, select destinations, and monitor the estimated arrival time.

Users may share their experiences with uber, both positive and negative, through reviews and social media.

Users might choose Uber for various reasons such as avoiding parking hassles or enjoying a comfortable ride.



### Does

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

[See an example](#)

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



Users may think about how Uber impacts their daily routines and travel plans.

Users might consider whether using uber is more efficient than driving their own cars or using public transport.

User could ponder the safety and reliability of uber rides.

Users might feel relieved when they successfully book an uber during a busy time.

Users might feel frustrated if they encounter high surge pricing or if there's a delay in their ride.

Users could feel a sense of trust and safety when they get into an uber driven by a professional driver.

### Feels

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

