

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 provides a convenient way for individuals to request rides from drivers

The research is carried out on uber drivers data collected from the year 2016

Uber takes safety very seriously

Uber is a multinational transportation network company

It was founded in 2009 by garrett camp and travis kalanick

Uber's data can be analyzed on a daily, weekly and monthly

You can add

different

options to

uber

Ramyadevi

Uber expeditionary analysis

Ramyadevi

Uber offers both online and offline payment options

Ubers can pay for a ride with cash

Human often visit the same destination

Uber has GPS tracking

> Features of the uber also include trip history

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?



