



Says

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

Uber is it is
available
everywhere

we go
and think there
is no country

in the world
that has no
Uber in it.

and uber
drivers displayed
a safety along the
way

the
customers
appreciated
the safe
driving habits



Thinks



what are their wants,needs,hopes and
dreams?
what other thoughts might influence thier
behviour ?

: Safety concerns have
been raised regarding
Uber rides. Passengers
may think about the safety
of the driver and the
vehicle, especially when
traveling alone at night.



This is Uber's most
common and
affordable service,
offering rides in
standard, everyday
cars driven by
independent
contractors.

In some areas, Uber may
not be as readily available
as in urban centers,
leading to thoughts about
whether the service is
reliable and accessible.



SANTHOSH

Uber is perhaps best
known for its ride-sharing
service, which allows
individuals to use the Uber
app to request rides from
nearby drivers.

Users can choose
from different
vehicle types and
can see the
estimated arrival
time and cost before
booking a ride.

Uber Freight connects
shippers and truck drivers
to streamline the logistics
and transportation of
goods. It aims to make the
freight shipping process
more efficient and
transparent.



Many customers
appreciate the
convenience of using
Uber. They find it easy to
request a ride using the
mobile app, track the
driver's location, and pay
electronically without the
need for cash.



Customer experiences can
vary based on the quality
of the Uber driver. Many
customers praise friendly
and professional drivers
who provide a comfortable
and pleasant experience.
However, negative
experiences with drivers,
including issues like
rudeness, reckless driving,
or poor navigation, can
lead to dissatisfaction

Uber is often seen as a
cost-effective
transportation option
compared to traditional
taxis in many cities.
Customers often mention
that Uber rides are
reasonably priced.



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?