



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?

Improvisation of safety and trust matters among the people

Booking and selecting locations by using voice recognition

Environment Initiatives:
Uber might announce more aggressive sustainability goals, including reducing emissions and promoting shared rights

Uber may wants to expand into new markets or regions to increase its user base and market share

Localization matters about adopting products and services

Easy way to adopt user experience



Uber is the largest mobility platform in the world to ore aggressively tackle the challenge of climate change

Safety measurements:
The creation of new standards to development of technology with the aim of reducing accidents

Door to door safety standard:
New measures are designed to help people

Communication:
Miscommunication or difficulty in contacting the driver or rider can lead to frustration and anxiety for both parties

Financial concerns:
Both drivers and riders may worry about the cost of rides or the income earned from the driving

Riders might be concerned about surge pricing , while drivers may fear low demand or high expenses



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?