



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?

we heard to be in
a correct place to
pick the
customers

to give prper
and convincing
ratings

uber needs
proper
experience in
driving

a non
problamatic
customer is
what they says

uber wants non
problamatic
customers

By using uber
people dreams
about how quick
they can reach
their venue

a faster and
cheaper
compared to
other mode of
transport

we can witness
the job
opportunities
through uber

Inadequate
nutrition and sleep
patterns causes a
health problems.

we can witness
the loyalty from
the uber
drivers

less leisure time

They are frustrated
by their inability to
reach their goal, the
excessive traffic, and
the harsh behavior
of customers.



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?