Uber allows us to

hire a driver from

almost any location

at anytime to reach

any destination.

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

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

As uber drivers use their own cars, they seem incentivized to keep them clean and well-maintained

Professionalism of drivers, their profile and ratings, driver behaviour, skills have major impact on users perception.

Thinks

UBER ST.PETERSBURG CLEARWATER

No cash changes hand as payments are handled online

Most drivers are courteous and always on time.

Raid-hailing is more convenient in uber.

Uber e-hails are time efficient than chasing down a taxi or auto.

The fee is affordable and transparent.



UBER USERS

Recognising driver by checking out their profile and ratings.

Uber

Looking at the distance and extra stops

Leaving a rating at the end of the completed trip.

Tracking the route and sharing real time location with trusted ones.

Feels stressless
by booking uber
hails for last
minute plans

Cab facilities are satisfactory



Feels safe due to monitoring facilities of Uber

Cancelling drops after accepting is infuriating

Feels

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



Does

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

