



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?

How i can book

Uber can use or not for travel

I need extra facility for uber

How to easy way to book

Value for money

Network issue

Travel in uber easy to reach the place

Sometime uber car tyre puncher and breakdown



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Asking friends about their experiences

Compulsory need OTP

Install uber app

Uber can usefull for travel

Fearless travel in uber

Comfortable travel in uber

Sometimes uber delay

Some time i feel uber driver break the rules



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?