



Says

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

Convenience: Many users appreciate the ease of booking a ride with just a few taps on their phone.

Customer Support: While some users have positive experiences with customer support, others feel that their concerns are not adequately addressed.

Uber's Convenience Revolution



Thinks

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

1. Convenience: Customers want easy access to reliable transportation services at their fingertips.
2. Affordability: Riders often seek cost-effective options for their travel needs.
3. Safety: Passengers desire a secure and safe ride experience.

Innovation: They dream of continued innovation, such as self-driving cars or new service offerings, to enhance their experience.
Economic Opportunities: Drivers often hope for a steady income and flexible work opportunities.
Type your Reliable Transportation: Customers need dependable rides to reach their destinations on time.
Clear Communication: Effective communication between drivers and riders is essential for smooth pickups and drop-offs.

Reviews and Ratings: Positive reviews and high driver ratings can encourage users to choose a particular driver, while negative reviews might deter them from doing so.



Persona's name
voyage vista

One interesting behavior observed in Uber users is the tendency to rely more on the service during unfavorable weather conditions or when public transportation systems are disrupted. This suggests that Uber serves as a reliable alternative during such situations.

This data-driven approach leads to reduced traffic congestion, shorter commute times, and a more pleasant urban experience for residents and visitors alike.

Cities are leveraging Uber Insights to optimize traffic flow, reduce congestion, and improve overall urban mobility.

Anxieties might include concerns about privacy and data security, as well as potential incidents with drivers or other passengers.

Anxieties might also include concerns about over-reliance on technology and data, potentially sidelining the input of local communities and stakeholders in shaping transportation policies.

While Uber Insights provides valuable data for urban planning, there could be fears about privacy and data security. People might worry that their movements and travel patterns are being tracked and analyzed without their consent.



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?