

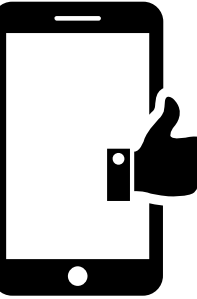
Says

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



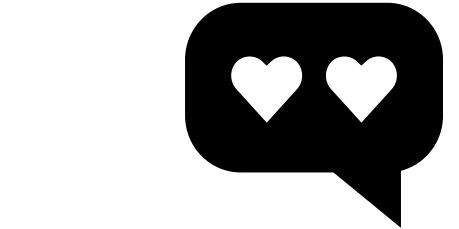
Thinks

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



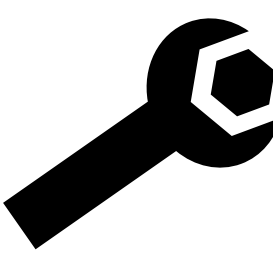
Does

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



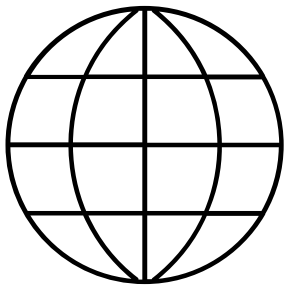
Feels

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



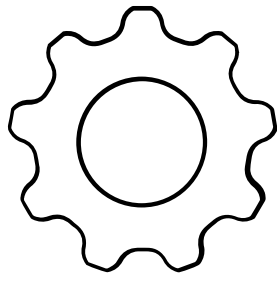
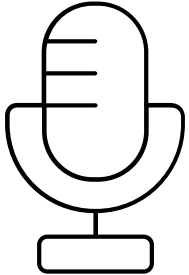
UBER MAIN  
ADVANTAGE  
WAS DOOR TO  
DOOR  
CONVENIENCE

TAXI  
DRIVER  
AFFECTED  
BY UBER



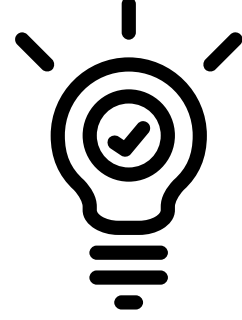
SOMETIMES THERE  
MAY BE SOME  
DELAY DUE TO  
TECHNICAL ISSUES

PEOPLE  
THOUGHT  
UBER IS VERY  
SAFETY AND  
RELIABLE  
QUALITY



ITS GREAT TO  
TRAVEL FROM ONE  
PLACE TO ANOTHER  
ESPECIALLY LONG  
DISTANCE

UBER IS SAFE TO  
USE



THE COMBINATION  
OF UBER AND  
EXPANDING ONLINE  
GROCERY DELIVERY  
IS MAKING IT MORE  
PRACTICAL TO LIVE  
WITHOUT A CAR

COMPARE TO TAXI,  
UBER IS MUCH  
FASTER AND  
CHEAPER



UBER SHOULD  
DEVELOP  
THEIR  
COVERING  
LOCATION  
UPTO RURAL  
AREAS

SAFE AND  
SECURE  
TRANSACTION

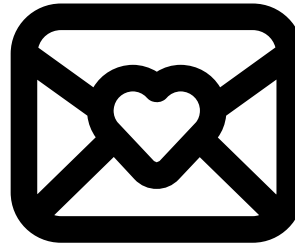


RESOLVE  
THE  
BUGS IN  
UBER

SOMETIMES  
UBER DRIVERS  
MAY CHARGE  
OVER THAN  
THE COST IN  
URBAN AREAS

RURAL  
PEOPLE MAY  
FEAR ABOUT  
BEHAVIOUR OF  
THE UBER  
DRIVERS

IT IS  
EASY TO  
NAVIGATE



PEOPLE  
FEELS GOOD  
ABOUT THEIR  
REFUNDS

PEOPLE  
FEAR ABOUT  
UBER WORST  
CUSTOMER  
SERVICE

