



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?

uber is a multinational transporation network company that operates a ride hailing platform.

uber provides a convenient way for individuals to request rides from driverswho use their personal vehicles.

it was foundedin 2009 by Garrett Camp and Travis Kalanick and is based in Scan Francisco, California.

Uber wants to increase ridership and increase revenue.

uber plans to have its U.S. fleet and all drivers go electric by 2030.

uber climate and autonomous driving goals will meet in the future.

illuminating insights from uber

Uber advantages include door-to-door convenience, safety, and reliable quality.

Uber uses a mixture of internal and external data to estimate fares.

Uber has become a prime a example of the gig economy at work.

customer and employee retention.

Uber drivers filed lawsuits against the company over the company wage policy.

the money that Uber collects from fares is not enough to pay for it revenue and operating costs.



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?