



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?

I want to
earn money
on a flexible
sehedule.

I need a
reliable way to
travel without
driving."

I use uber to
get around
quickly and
conveniently.

I am not sure
how to use
the app
properly.

is uber safe?
will it be
cheaper then
a taxi?

I hope the
driver
arrives on
time.

How can i
complete
more rides
durind peak
hours.

Is the app
easy enough
for me to
understand?



INSIGHTS FROM
UBER

Ask for
assistance
from family
tries to learn
the app.

Checks the
app for
drivers ETA
prefers quiet
rides to work.

Tries to
navigate
effectienly,
keeps car clean
for passenger

Reads
reviews,compares
prices with other
options

Curious but a
bit
apprehensive
about the
experience

Anxious about
being late or
missing
appointments.

Frustrated
with traffic
,happy when
receiving tips

Grateful for
the service,but
concerned
about
technology



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?