



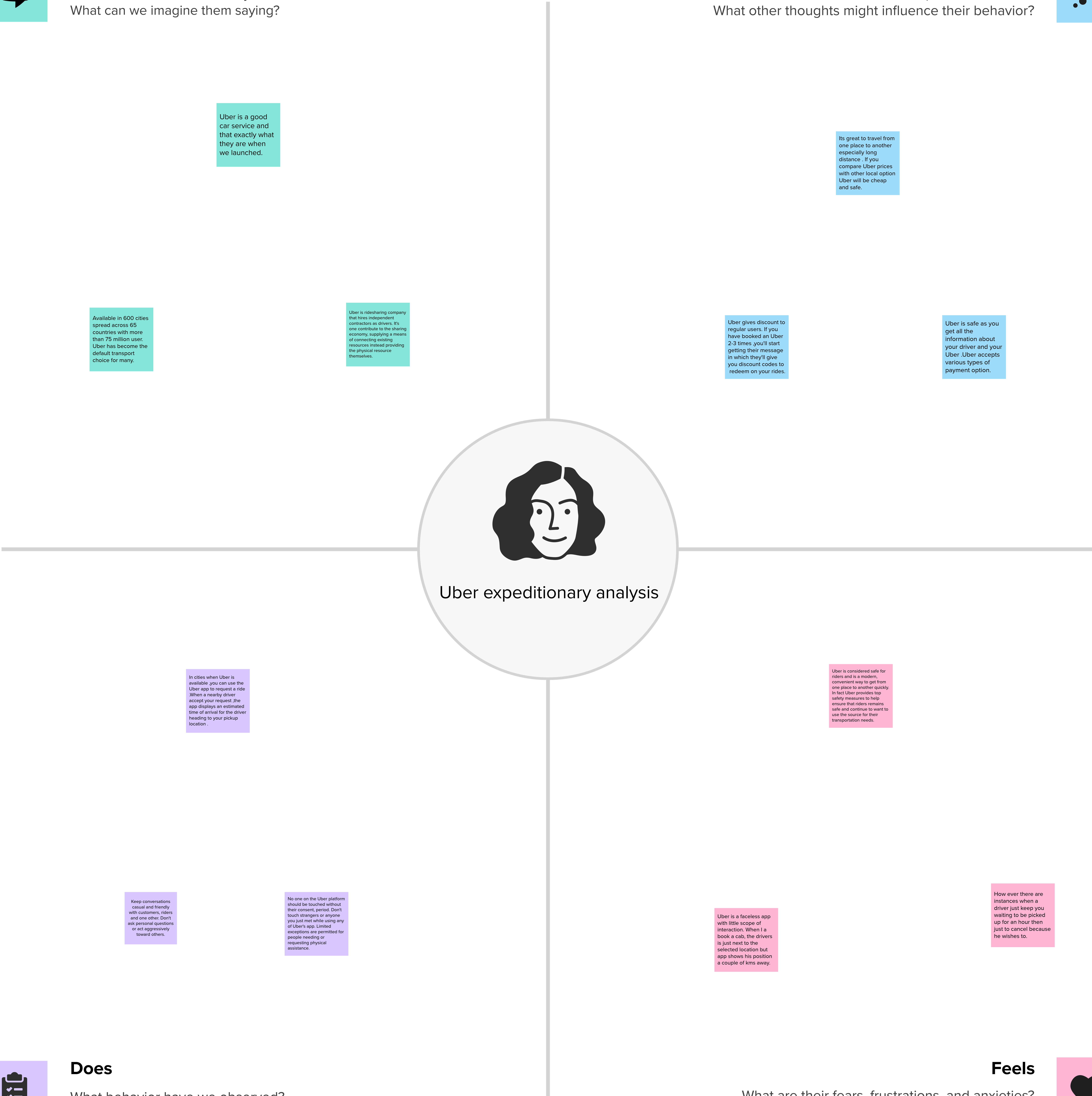
Says

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 good car service and that exactly what they are when we launched.

Available in 600 cities spread across 65 countries with more than 75 million user. Uber has become the default transport choice for many.

Uber is ridesharing company that hires independent contractors as drivers. It's one contribute to the sharing economy, supplying a means of connecting existing resources instead providing the physical resource themselves.

Its great to travel from one place to another especially long distance . If you compare Uber prices with other local option Uber will be cheap and safe.

Uber gives discount to regular users. If you have booked an Uber 2-3 times you'll start getting their message in which they'll give you discount codes to redeem on your rides.

Uber is safe as you get all the information about your driver and your Uber .Uber accepts various types of payment option.

In cities when Uber is available you can use the Uber app to request a ride .When a nearby driver accept your request, the app displays an estimated time of arrival for the driver heading to your pickup location .

Uber is considered safe for riders and is a modern, convenient way to get from one place to another quickly. In fact Uber provides top safety measures to help ensure that riders remains safe and continue to want to use the source for their transportation needs.

Keep conversations casual and friendly with customers, riders and one other. Don't ask personal questions or act aggressively toward others.

No one on the Uber platform should be touched without their consent, period. Don't touch strangers or anyone you just met while using any of Uber's app. Limited exceptions are permitted for people needing or requesting physical assistance.

Uber is a faceless app with little scope of interaction. When I a book a cab, the drivers is just next to the selected location but app shows his position a couple of kms away.

How ever there are instances when a driver just keep you waiting to be picked up for an hour then just to cancel because he wishes to.



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?