



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 transportation network company.

It was founded in 2009 by garrett camp and travis kalanick.

Uber data can be analyzed on daily, weekly and monthly.

The research is carried out on uber drives data collected from the year.

Trips can be analyzed based on geographic regions.

This analysis can help identify peak hours or days of high demand and optimize.



Uses data to improve and automate all aspects of uber core ridesharing products.

Door-to-door convenience, safety, and reliable quantity.

Surge pricing, betters cars and driver ratings.

Poor transportation infrastructure in some cities

Detecting fake rides

Poor fulfilment



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?