Says

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

Door to Door Convenience,safety and reliable quality

Uber has a low cost model that should allow it to keep a large percent of its revenues as profit.

Safety and secure transactions. convenience,comport,cost saving relative to traditional cab.

Thinks

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

Uber is safe as you get all the information about your driver and Your Uber.

Uber are likely to vary depending on individual experiences and perspectives.

people praise the company for providing a convenient and efficient transportation service, while others have criticized it for its business practices and treatment of drivers.

THANGADURAI.S

Uber is a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid

More specifically,Uber is a ridesharing company that hires independent contractors as drive.

The rider is matched with a driver A nearby driver sees and chooses to accept the rider's ride request. The rider is automatically notified when the driver's vehicle is about a minute away.

While drivers and the public take to social media to decry the lack of job security and low pay offered to uber's drivers -despite the sometimes predatory pricing .

Uber's insistence on skirting local regulations has turned it into a thorn in the side of many governments

A new consumer -sentential study finds uber ranks near the bottom of the companies studied

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?

See an example