



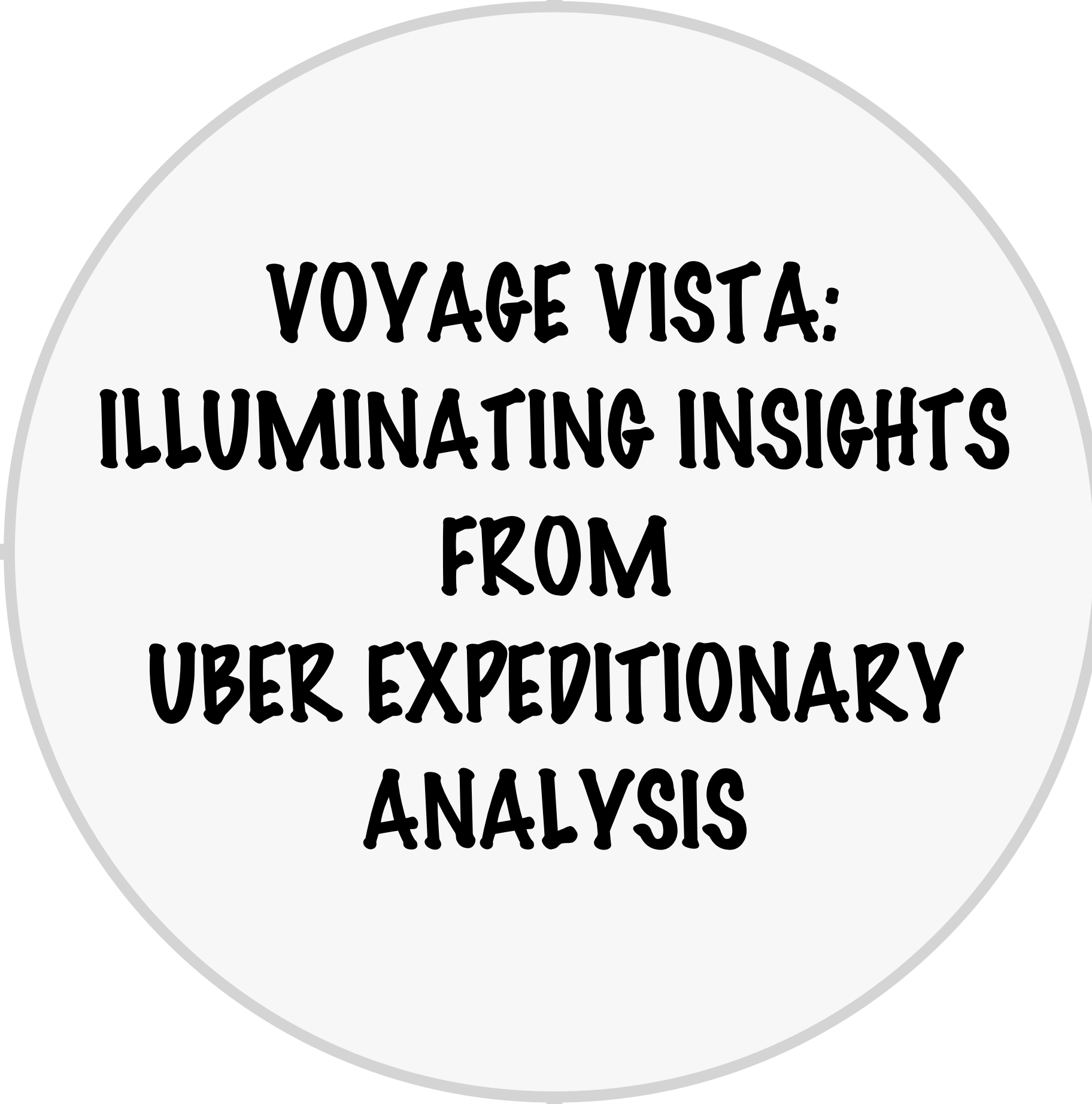
Says

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?



How do I
Book your
cab?

Discounted
Rides

Uber
Operates 24
hour a day ,
days a week

Enhanced
Customer
support

Driver
Utilisation
Rate

Better
Cars

Detecting
fake
ridesaa

Booking
or
Not

Support its
day to day
operations

The
Company
invest
heavily in
data science

Ask
Friends

Employee
increases

Excited

price
determination

Good

Safety
concerns



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?