



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

UBER DRIVER

Uber driver may struggle with inconsistent earning, especially during slow periods or in areas with high competition.

safety is a top priority for uber drivers, and they may face safety concerns during rides.

Drivers may encounter difficult or unruly passengers, which can create uncomfortable or unsafe situations.

They use GPS and navigation apps to improve their route planning and minimize delays.

Providing excellent customer service can lead to better rating and reviews, which can in turn attract more passengers.

In some cases, drivers may advocate for better working conditions and fair compensation through driver associations or union.

Driver may think about the competition with other driver in their area, which can affect their ability to get passenger.

Driver often pay attention to their ratings and reviews, as they impact their reputation and earnings potential.

Changes in local regulation or uber' s policies can also be a source of concern.

Drivers may be concerned about their safety, especially during late-night or long-distance trips.

Dealing with issues like difficult passengers, low earning, or vehicle problems can be frustrating for drivers.

Worries about maintaining a good driver rating or handling unforeseen circumstances can create anxiety.