



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?



Many riders have also noticed increased wait times for rides

Uber and Lyft rides are more expensive than ever because of a driver shortage

Its great to travel from one place to another especially long distances.

groceries and other items, then we match them with independent delivery service providers

Please contact us within 48 hours to get the best possible support experience

We also connect consumers and restaurants, grocers and other merchants so they can buy and sell meals

If you compare Uber prices with other local options Uber will be cheap and safe.

The cost of a ride from a ridesharing app like Uber or Lyft increased 92% between January 2018 and July 2021, according to Rakuten Intelligence

Booking a cab via Ola or Uber is sometimes cheaper in comparison to taking a regular taxi

However, the fares shown in these ride-hailing apps is not always the same

If the order you received included incorrect items or was missing items, let us know here.

The Bay Area in California takes first place, with drivers earning on average \$23.



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ILLUMINATING
INSIGHTS FROM
UBER

When a nearby driver accepts your request, the app displays an estimated time of arrival for the driver heading to your pickup location.

. If you have a preferred route, it's helpful to talk through the directions together.

Rating system from Uber declares that customer satisfaction is 4.6 out of 5

Statistically this is a significant gap that needs to be filled to reach a closer gap to the expected service.

The app also provides info about the driver with whom you will ride, including first name, vehicle type, and license plate number

When you arrive at your destination and exit the vehicle, your trip ends

Immediately after a trip ends, the app will ask you to rate your driver from 1 to 5 Stars

paper shows that customer satisfaction is 4.3 out of 5 from service quality dimension

over the last few months have been hearing/seeing so many stories about individuals on ride apps trying to kidnap the riders,

If you feel really anxious, send their license plate number and make and model of the car to someone you know.

Uber allows you to pay your fare in cash. This option must be selected before you request a ride.

. Even then, i just get so so stressed, but I sometimes need uber to get place



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?

