



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 mobile app connecting passenger with drivers for hire.

Uber provides a convenient way for individual to request rides from drivers who use their own personal vehicles.

Uber is a multinational transportation network company that operates a ride hailing platform.



Uber's advantages include door to door convenience,safety and reliable quality.

Uber accepts various types of payment option.

It is great to travel from one place to another especially long distance If you compare uber prices with order local options uber will be cheap and safe.



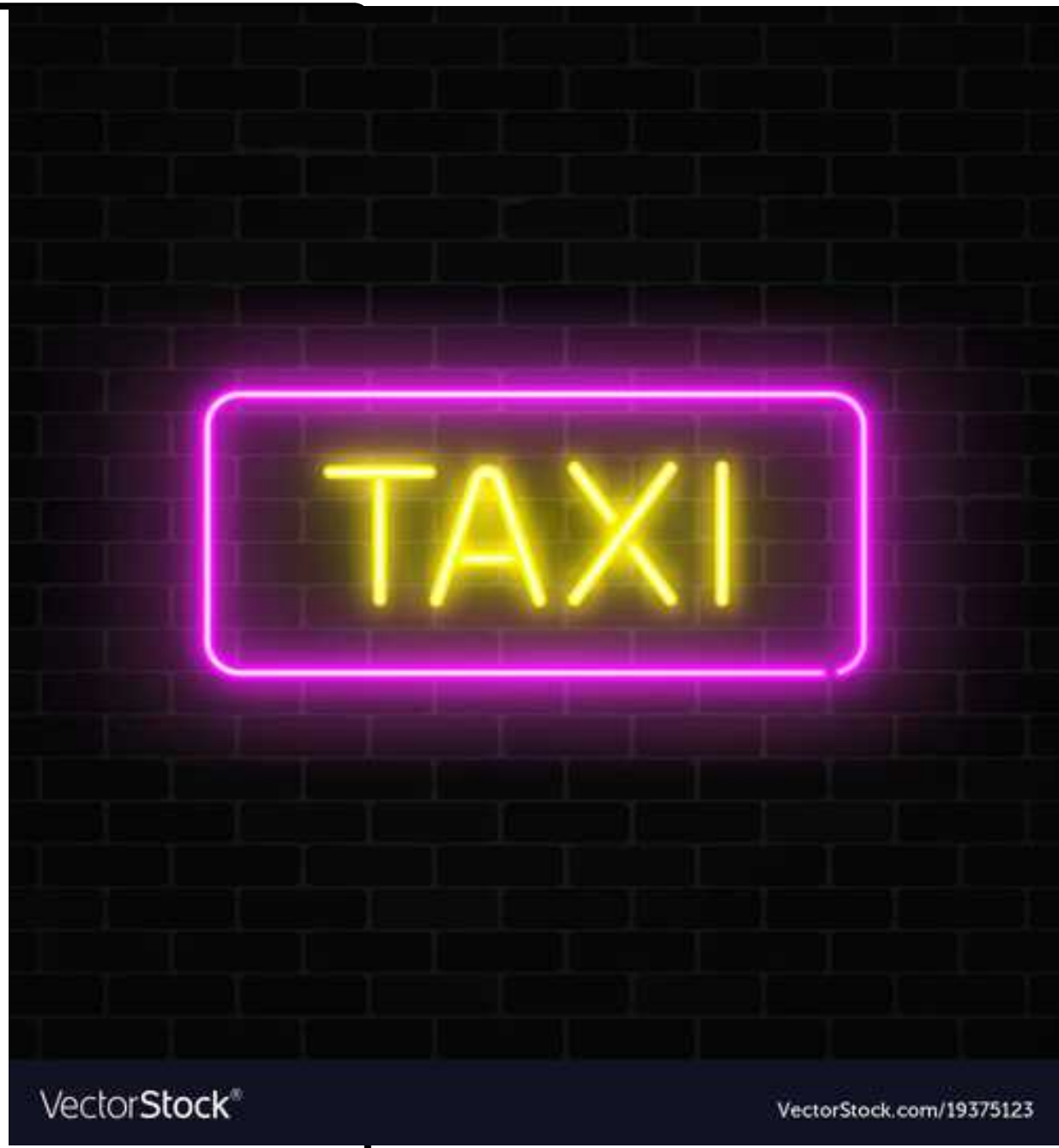
Ratings and feedback system. customer support.



Highly automated

Self-service

Safety concerns: Drivers may fear for their safety, especially during late-night or in unfamiliar areas. They may feel anxious about picking up potentially unpredictable passengers.



Passenger behaviour: Dealings with unruly or disrespectful passengers can lead to frustration and anxiety. Drivers may also fear receiving low ratings due to factors beyond their control.

Icome insecurity: Many drivers rely on uber as their primary source of income,so fluctuations in earnings or slow business can be frustrating and anxiety-inducing.



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](#)