



Says

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

Payment method is needed before you can request a ride.

Arrived at proper timing and safe traavel.

Door-to-door convenience ,safety,and reliable quality.

Valid address and phone number



Thinks

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

It was able to create a better experience than its competitors

it was able to use technology as way to connect drivers and customers

take advantages of referral bonuses

avoid driving aimlessly



TEAM 2

insights from uber
expectationary analysis

we can use this data for training a model using ml and building a smart ai based predictive system

uber can helpful to every people

uber can reach the people to safely

increase weekly riders

reach at a correct time

increase monthly riders

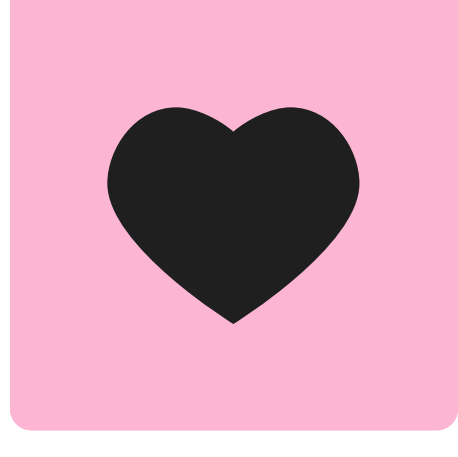
increase riders planning by syncing google calender and offer discount on favorite locations

Low cost to travel.



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