



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?

Today that contribute to the sharing economy, supplying a means of connecting existing resources instead of providing the physical resources themselves.

Uber has a net positive contribution to the national economy and at local levels.

poor transportation infrastructure in some cities, unsatisfactory customer experience, late cars, poor fulfilment, drivers denying to accept credit cards

You can get paid to drive when you want and manage your own hours.

Uber sets fares using dynamic pricing, which is a model based on the local supply and demand in a specific region at the time of the booking.

The company operates in approximately 70 countries and 10,500 cities.

Voyage Vista :
Illuminating
Insights From
Uber
Expeditionary
Analysis

Uber Technologies, Inc. is an American transportation conglomerate that mainly provides ride-hailing services where individuals can hail a vehicle using the Uber app on their phone.

The company has an average of 23 million trips each day through all of their services combined

The company has over 131 million monthly active users and 5.4 million active drivers worldwide

Uber follows a better routing algorithm, and their cabs reach the pick-up location within minutes

we were able to slip into a stranger's car largely without being harmed.

ber stock is on IBD Leaderboard as an earnings options play.



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?