



Says

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

The cost of uber is very low compared to taxi

heard them say that uber drivers are not paid enough

I can imagine them telling that uber is very safe to drive



Thinks

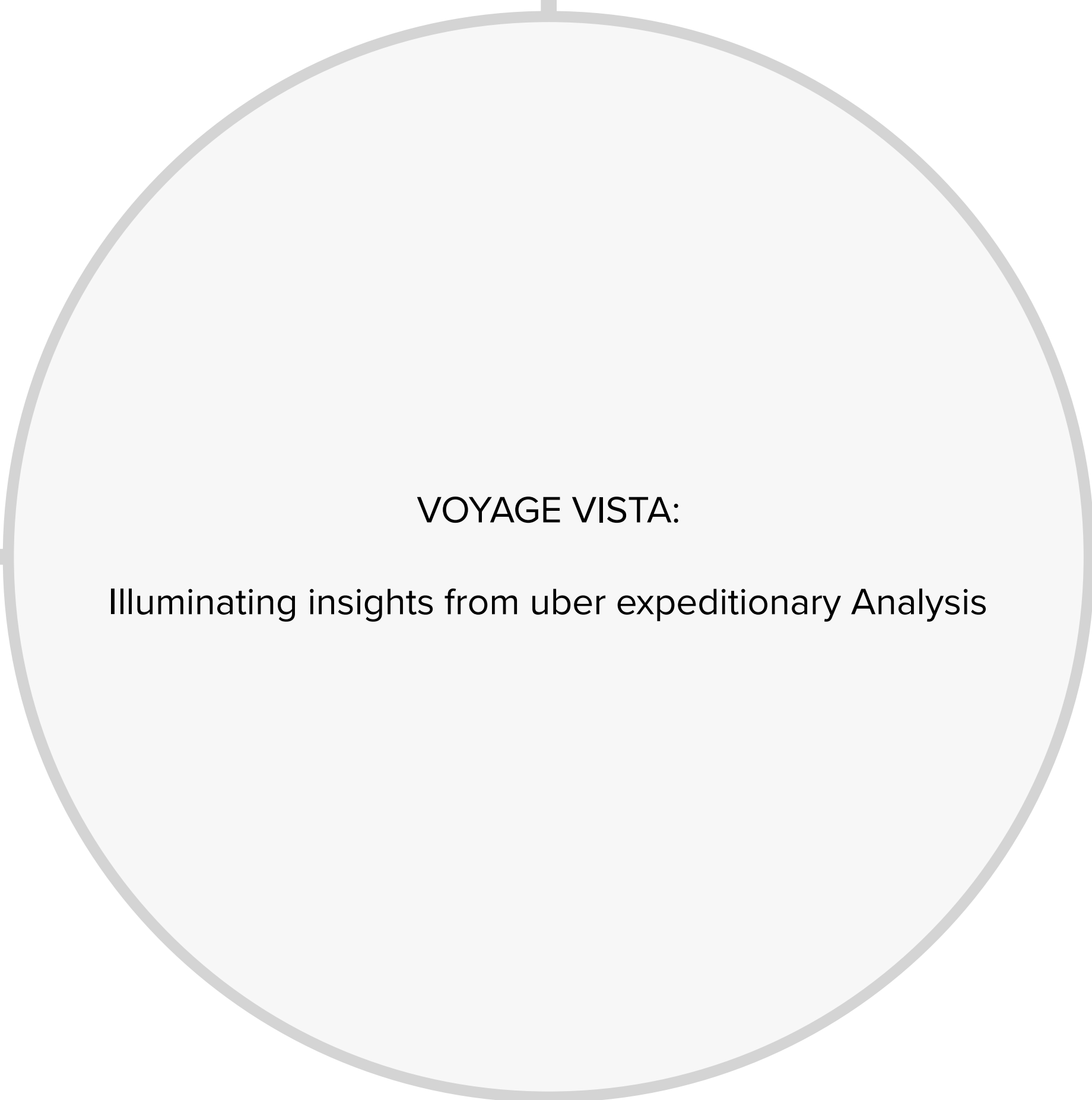
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

thinks whether it provides a good services to the costumer

In case of emergency, how can people reach their destination in time?

how to make it more trustworthy for people to access uber?

how to make it more safe for people who are using uber



VOYAGE VISTA:
Illuminating insights from uber expeditionary Analysis



Feels

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

their service to people might influence others

anxious about their safety

arriving late at the destination

helps people reach their destination fast than taxi

introducing more ways and technology to improve uber further

provides a safe drive