

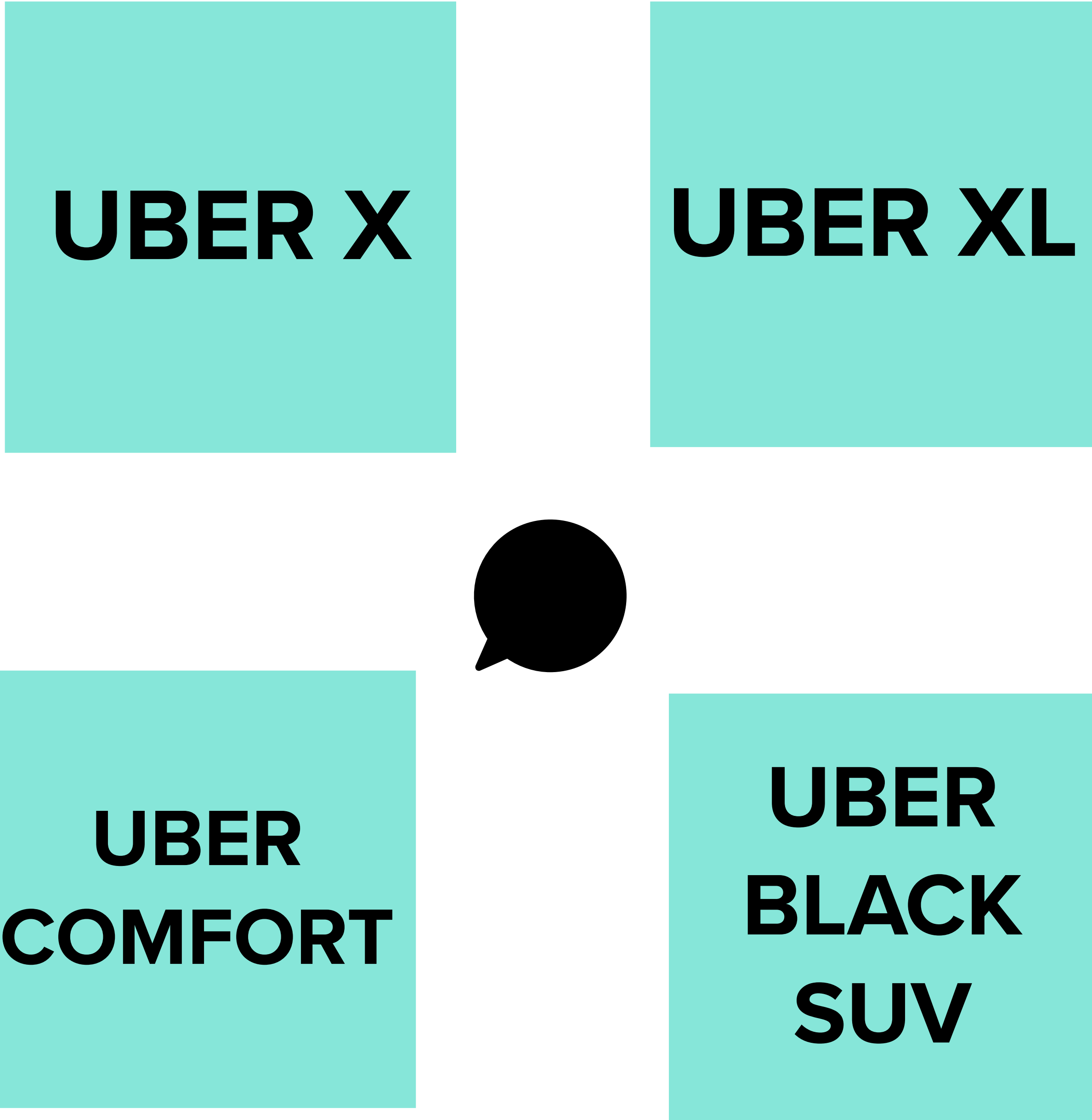


**Says**  
What have we heard them say?  
What can we imagine them saying?



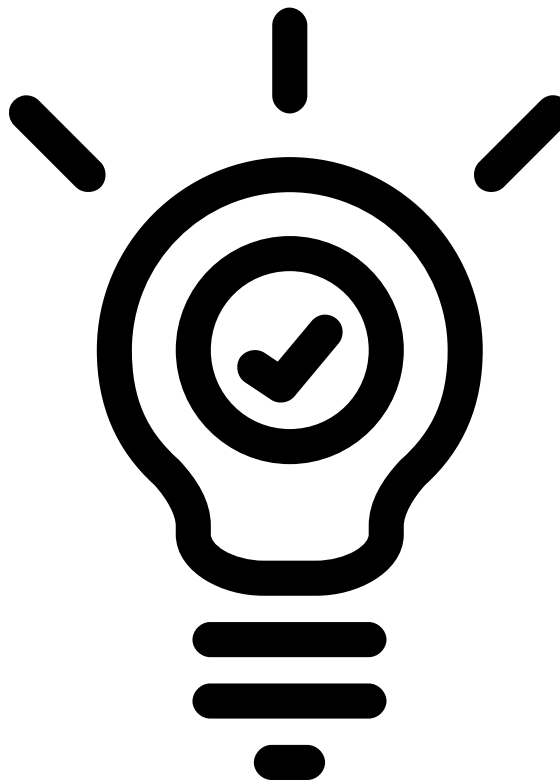
**Thinks**  
What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

**TYPE OF UBER**



**UBER X:** Uber x is the most popular way to travel with uber get your own private driver to take you anywhere you need to go at an affordable price

**UBER XL:** Uber xl allows you to transport up to six passengers



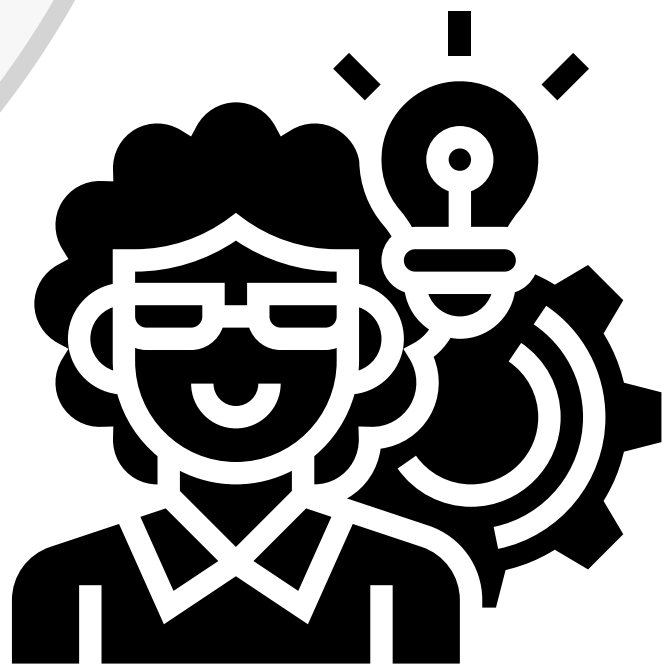
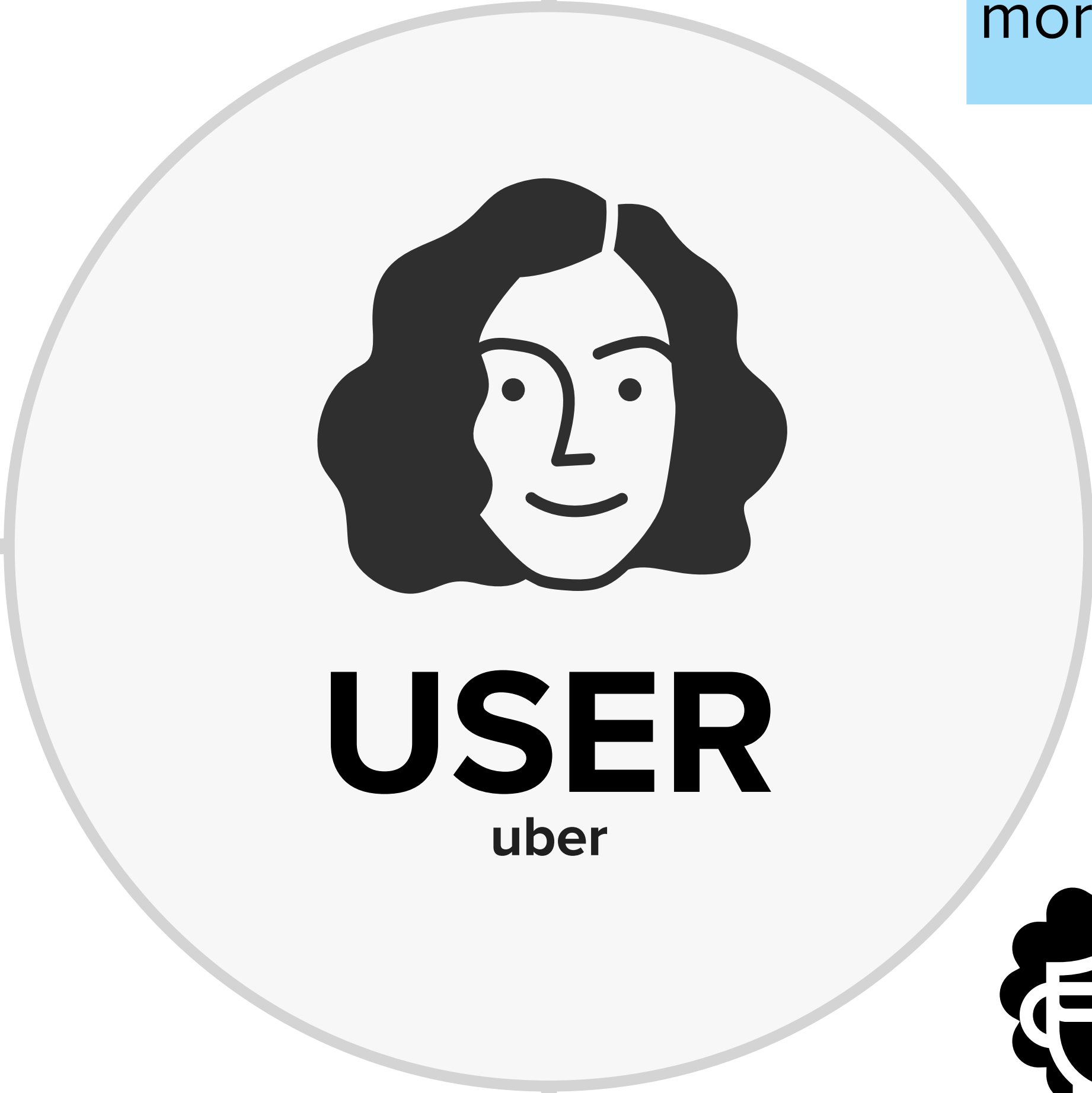
**UBER COMFORT :** Uber comfort seats 4 passengers in a large vehicle with more legroom .

**UBER BLACK SUV:** Much like Uber x and Uber xl are the cousins of the economy class.

**Uber brought the concept of the business model to the world**

**The company looks set for another decade of strong**

**Uber plans to have its US fleet and all driver go electric by 2030 or be of the platform**



**sustainability**

**safety**

**Economic empowerment**



**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?