



**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?

Helps in uncovering important insights about customers' needs, desires, and behaviors when using the Uber app.

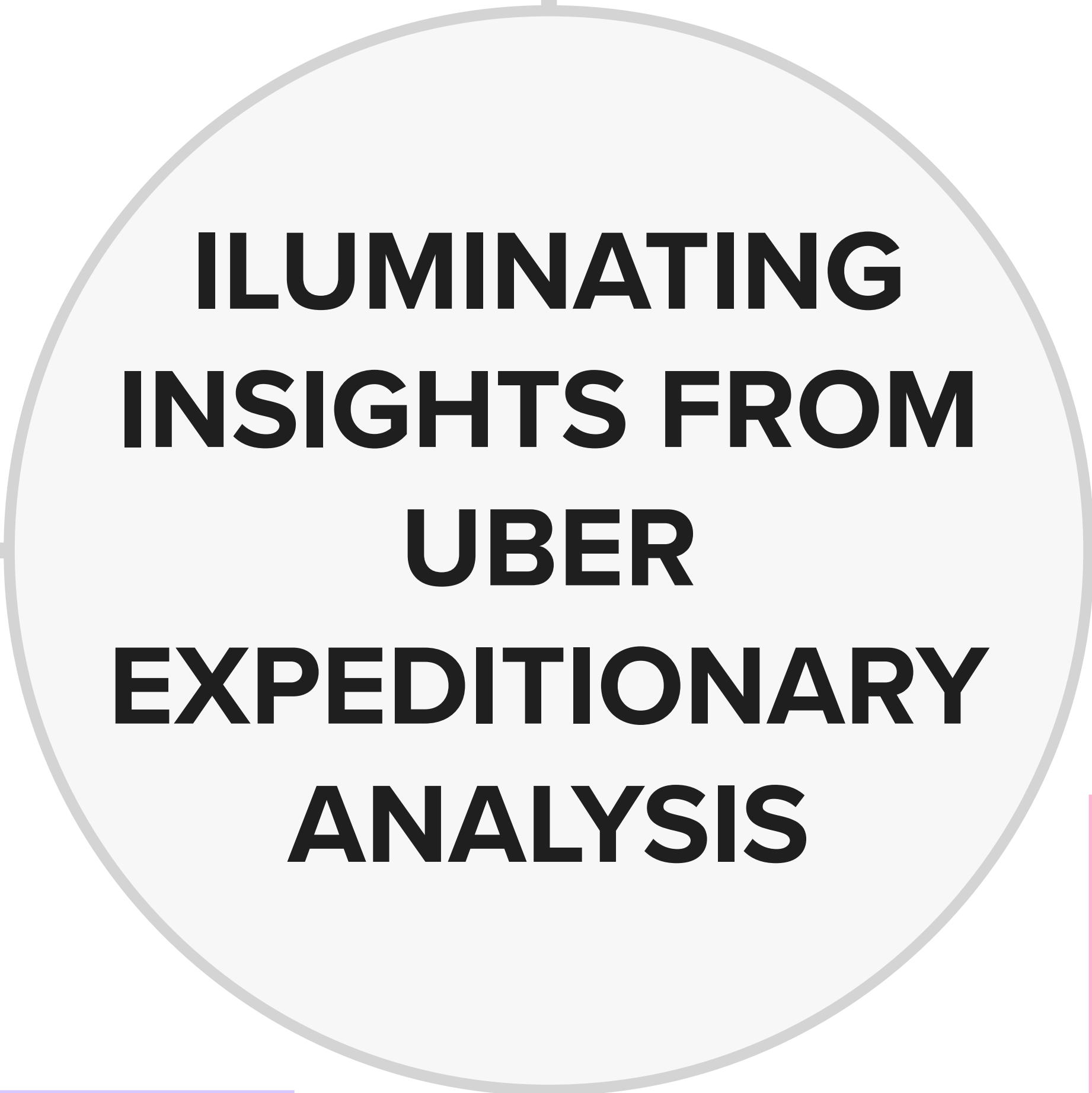
Help to identify peak hours or days of high demand.

Optimize driver availability during any times.

The cost-effectiveness compared to traditional taxis.

The convenience of getting a ride whenever they want.

The safety aspects of the service.



Likely to use it for transportation purposes regularly.

Engage in other activities on the app, such as rating drivers.

Sending feedbacks about the ride.

Sense of relief knowing that they can rely on the app to go anywhere.

Guilt or concern about the environmental impact such as air pollution.

Sense of trust and security, especially when it comes to their personal and financial information.



**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?