



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?

Fast trips
almost
anywhere in
right time

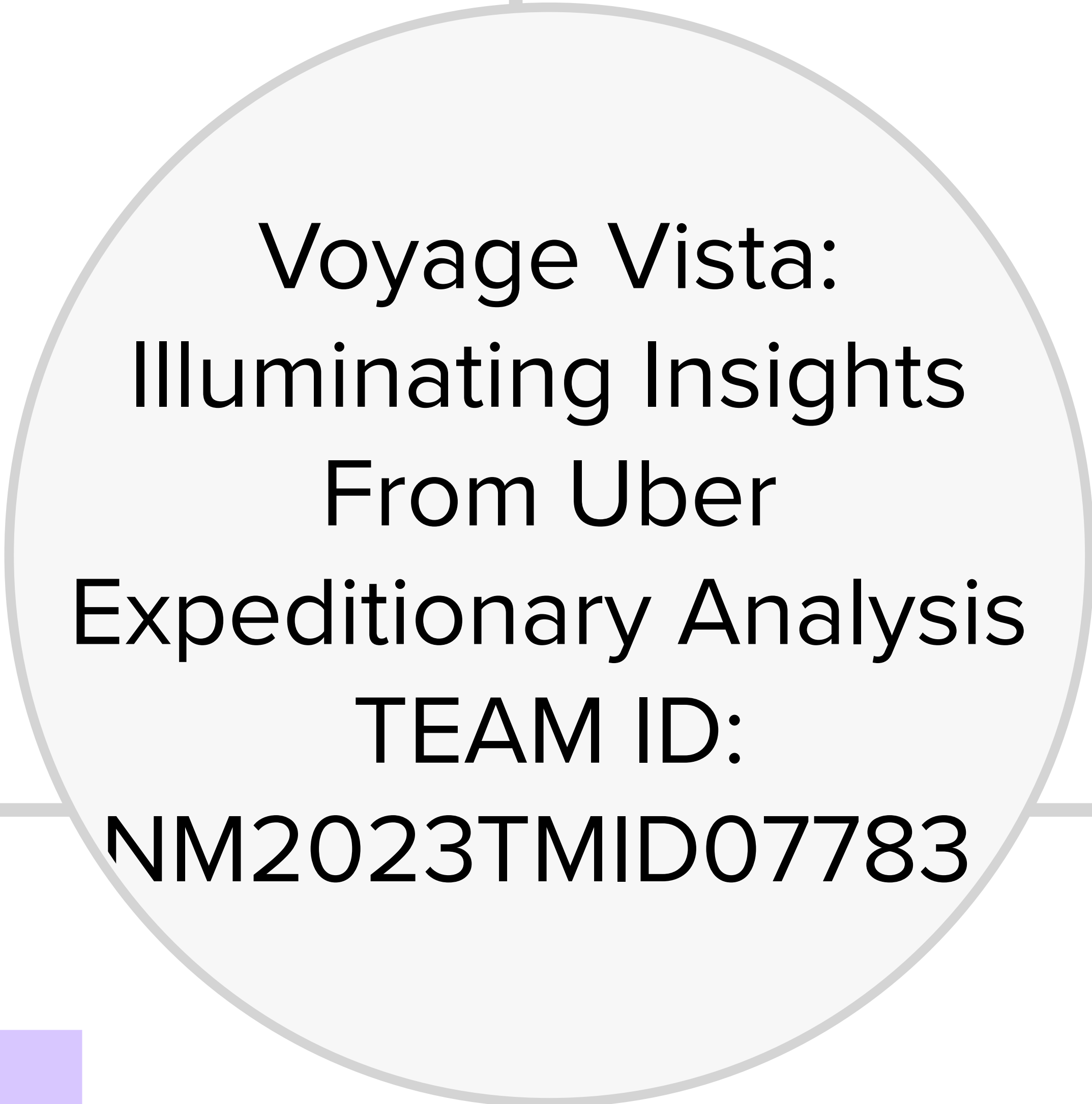
Uber gives
you comfort
with customer
friendly

How to
attract
customers?

How to
maintain the
top position?

Uber will be
cheap and
safe
comparing to
others

How to convey
local people to
use uber
transportation?



Schedule an
uber in
advance like
cash,credit,etc

Travel to
nearby places
local options
like rickshaws
,autos are best

Happiness

Trust worthy

Uber app
users can hail
a car from
any location

Reliablee
quality



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?