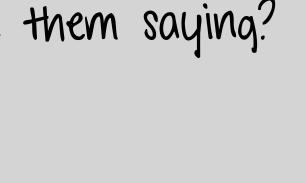


## Says

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



shows the higher demand area

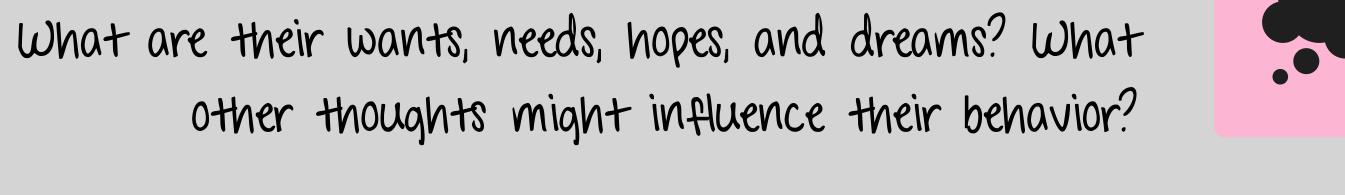
popular

ridehailing platform

Flexible working hour'..

**Thinks** 

other thoughts might influence their behavior?



Needs: Proprer pay and comunication...

They don't have to report to an office...

Drivers related to areas having the most trips...

Uber SIL SUL

> UBER EXPEDITIONARY ANALYSIS...

Being polite but sometimes not..

Trips can be analyzed by geographic region..

Their salaries and job are permanent



Frustrated due to no offers...

X

They are on work at unusal time



They always love their job PRIVING...



Feels



Does

\*=

What behavior have we observed? What can we imagine them doing? What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



