



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?

traveling a short distance or traveling from one city to another,

Both companies offer passenger boarding services that allow users to rent cars with drivers through websites or mobile apps.



This is less stress, more mental space and one uses that time to do other things.

these services have helped people in many ways and have actually made their lives very difficult.

**Uber** is an international company located in 69 countries and around 900 cities around the world.

the Uber Model, which provides a framework for end-to-end prediction analytics of Uber data prediction sources.

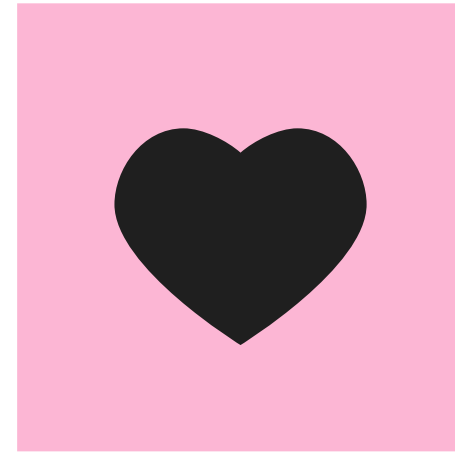
Uber drivers can provide insights into their overall activity and the demand for rides in specific areas.

Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.



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?