



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?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



Does

What behavior have we observed?  
What can we imagine them doing?

VOYAGE  
VISTA FOR  
UBER

"village vista" by uber refer to a program or initiative by uber to provide transportation services in rural or less densely populated areas

this initiative reflects uber's commitment to expanding its services beyond urban centers to reach a broader range of users

village vista may involve partnership with local drivers and community organization to ensure transportation accessibility in this areas,addressing a previously underserv market

uber provides features like driver rating,trip tracking and sharing your ride status with others

uber expanding there transportation services

improving the customers experieneces

safety and regulation to the customers

advanced technology groups research and development

source of enormous data that could develop new data driven products

The company faced controversies related to driver pay, working conditions and employment status

Lower waiting times and higher earning potential for drivers

convenient and cashless is the unique of uber