



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?

*Lower
Prices*

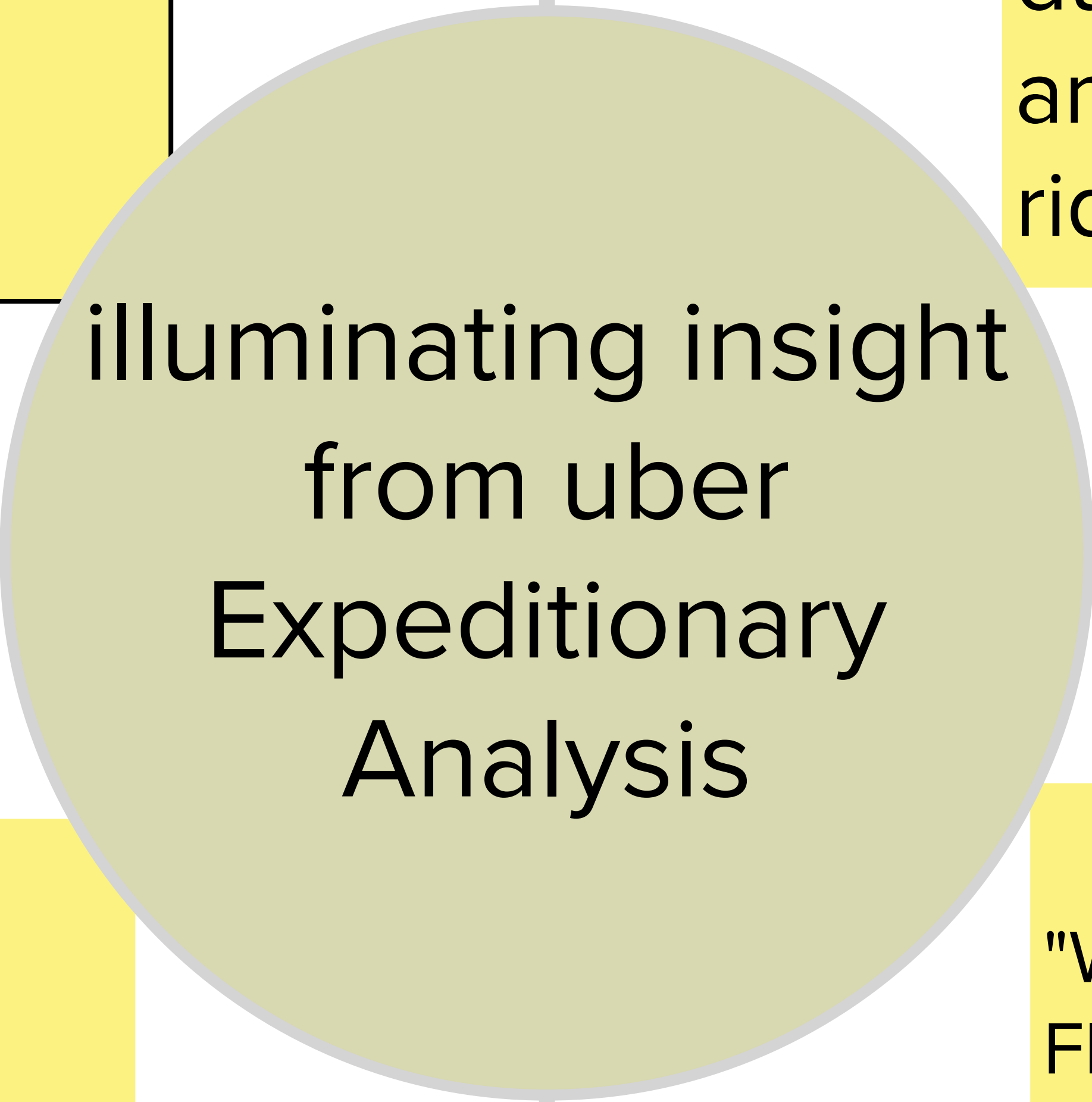
>convenient
and
>cashless

*Safety(improving)
convenience*

"Remove
fiction"
"improve
customer
Experience"

'Income
Generating and
low idle times
due to the large
amount of active
riders'

>mobile apps
>social media
>online
advertising
>offline
advertising



"On-demand ride
bookings
(convenient)"
'Real-time tracking'

*Casless
rides*
Low wait time
for a ride.

"Work hours:
Flexible, predictable"
>No boss
>income generating
>Safety /support

"Uber provides a
convenient way for
individuals to
request rides from
drivers who use their
own personal
vechicles"

"Self service"
"Easy to use"
"Safe, Secure, fair"
"Responsive"
"Transparent
Rating"

>Remove friction
>Improve customer
experience
>Reduce risk
>Stimulate
participation
>Younger, urban,
medium-high income



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?