



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?

Uber is cheaper than any other type of rides.

Uber allow ride sharing also called carpool which makes it cheaper

INCREASE THE PRODUCTION

THIS ANALYSIS CAN HELP IDENTIFY PEAK HOURS OR DAYS OF HIGH DEMAND AND OPTIMIZE DRIVER AVAILABILITY DURING THOSE TIMES

Uber uses a mixture of internal and external data to estimate fares.

UBER ANALYSIS

Uber Convenience

Uber's value proposition is called 'Uber Convenience' which the company explains as the smartest way to get around. It is one-tap, predictable, and cashless.

Uber was founded in 2009 by Travis Kalanick and Garrett Camp, and it quickly became a pioneer in the ride-hailing industry.



The company's success can be attributed to several factors, including its innovative business model, user-friendly app, and aggressive expansion strategy.

save time, money and aggravation.



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?