



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?

Illuminating insights  
of uber expeditionary  
analysis

When we are running an errand across town or exploring a city far from home, getting these should be easy using uber

Create an account using mail id & phone number in the uber app

Everytime you make a trip, ensure you are getting into right car with right driver by matching the licence

I think Customers feel affordable, convinient and feel safe especially for womens

Can avallable rides even in late nights. Faster and cheaper than taxis

Customers biggest pain point is wait. Though 75% of uber feel satisfied with their service

Gives you the power to get where you want to go with access to morethan 10,000 in this

Tend to complete, removing a layer of frestrating both customers and drivers

Provides additional earnings for drivers who make a long trip

Payment is easy. You can choose any payment method

The app automatically suggests a convenient place to meet your driver

Safety is a top priority. Safety is guaranted



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?