



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?

Unprofessional drivers are weeded out because passengers get to rate the driver's performance. A consistently low rating will force a driver out of Uber or its competitors.

ONCE YOU'VE BEEN MATCHED WITH A DRIVER, YOU'LL SEE THEIR PICTURE AND VEHICLE DETAILS AND CAN TRACK THEIR ARRIVAL ON THE MAP.

Provides ride-hailing services where individuals can hail a vehicle using the Uber app on their phone.

Your driver has your destination and directions for the fastest way to get there, but you can always request a specific route.

The rider is automatically notified when the driver's vehicle is about a minute away.

UBER IS A TRANSPORTATION COMPANY WITH AN APP THAT ALLOWS PASSENGERS TO HAIL A RIDE

Surge pricing model changes the prices constantly based on demand

The service is an improvement over taxi service, making life a little more convenient and hassle-free for riders;

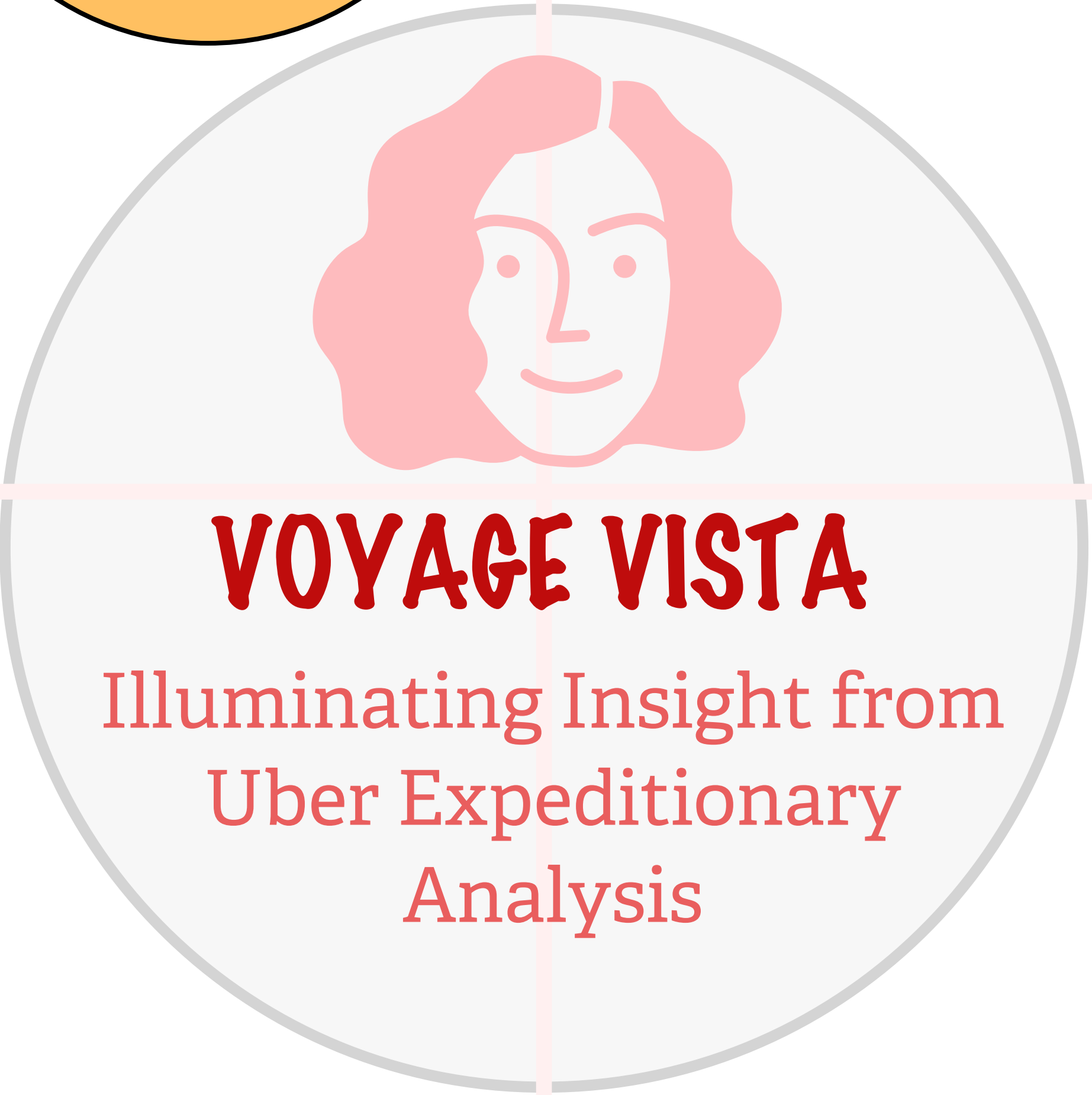
Uber is a ridesharing company that hires independent contractors as drivers.

The drivers are generally polite and well-spoken. They never refuse to take you to any particular destination.

Its great to travel from one place to another especially long distances. If you compare Uber prices with other local options Uber will be cheap and safe

Your driver has your destination and directions for the fastest way to get there, but you can always request a specific route.

Uber's advantages include door-to-door convenience, safety, and reliable quality.



Its great to travel from one place to another especially long distances. If you compare Uber prices with other local options Uber will be cheap and safe

The service is an improvement over taxi service, making life a little more convenient and hassle-free for riders; and for many years, it was relatively cheap. For most of Uber's history, the company and its VC backers have

Drivers for Uber and its competitors use their own cars,

Uber gives discount to regular users. If you have booked an Uber 2-3 times, you'll start getting their messages in which they'll give you discount codes to redeem on your rides.

Uber accepts various types of payment option.

Allow drivers to select "no go zones" for areas they do not feel safe in, charge more and pay more for rides with pick ups and drop offs in high crime area to counter supply and demand issues "no go zones" would create.

IT IS IMPOSSIBLE TO COME UP WITH A DEFINITIVE OR AVERAGE PRICE FOR AN UBER

According to Consumer Reports, longer trips are generally cheaper by Uber but short trips can be more expensive

Uber gives discount to regular users. If you have booked an Uber 2-3 times



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?