



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?

reliable
quality,door
to door
convienience.

receiving
abundance,symbol
of personal journey.

it wonderfully
restructures that
terrible taxi
process,but its also
a kind of unbeatable
force that taking
over the world.

its motivating driver
to switch to EVs
through a new
comfort electronic
products.

person is
feeling a need
for guidance
or direction of
their life

the app
encourage
as drivers to
workmore.



fear:getting into a
car
accident.,suffer
personal injury or
property
damage.

past 12 month in
brazil and
india,nearly half
of all adults have
hailed an uber
ride.

In 2021,uber and
its food delivery
app uber eats
had a total of 118
million monthly
users worldwide.

there are an
estimated 4 to 5
million uber drivers
world wide and they
tend to be older with
more driving
experience.

low pay
offered to
ubers
drivers,lack of
job security.

Going faster
or cheaper
than they
would by
taxis.



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?