One can have

SMS, Email

alerts, Notifications

to passengers.

User should be

convenice

How Uber works?

What other thoughts might influence their behavior?

to solve user' problems?

Is their having any fixed prices for common places?

Did uber grows their strategies

Uber controls 46% of the market in India-the world's third biggest.

27% of US UberX drivers are females.

Free rides on

certain occasions

and discounts

from time to time

To check the rating of the driver and also his experience

**UBER'S CUSTOMER** 

> Uber provides their services even in bad weather conditions and late nights

Fear that the journey we undertake will be safe

Price lesser than normal taxi fares.

**Feels** 

Does

What behavior have we observed? What can we imagine them doing?



See an example

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?