**Thinks** 

Uber should be convenient

What can we imagine them saying?

One can have SMS, Email alerts, Notifications to passengers.

Free rides on certain occasions and discounts from time to time How Uber works?

Vid uber grows their strategies to solve user' problems?

sate

Is their having any fixed prices for common places?

**UBER'S CUSTOMER** 

Check the rating of the driver and also his experience

Check the exact location of the driver

Check the fare of needed vehicle.

Fear that the journey we undertake will be

Price lesser than normal taxi fares.

**Feels** 

Does

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



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

Uber provides their

services even in bad

weather conditions

and late nights