



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?

Uber's vision statement ,"we ignite opportunity by setting the world in motion".

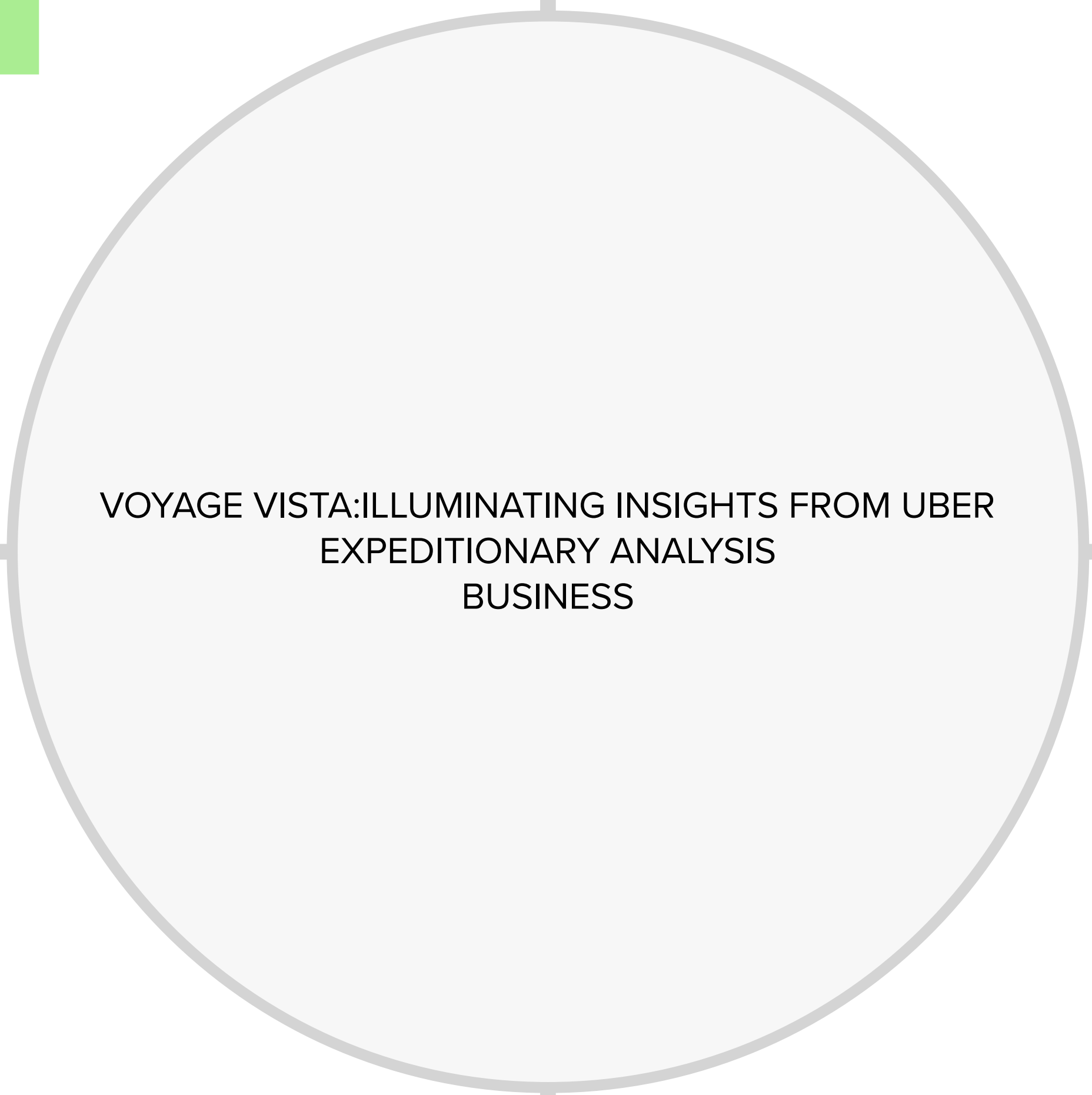
Mapping uber data can uncover geographic trends,such as traffic congestion,pick up/ drop-off hotspots.

Uber is known for its extensive data analysis to improve its service.

Uber uses data to assess driver behaviour ,leading to improvements in safety measures.

Analysis the data can help identify peak demand hours,popular routes and areas with high ride request.

Uber's surge pricing model ,driven by data,allows them to charge higher fares.



They have gained insights into rider behaviour like common trip durations and destinations and minimize wait times.

Uber can make informed decisions about expanding into new markets or tailoring services etc..

Uber has faced various challenges including safety issues , labour disputes etc..

Positive experiences with Uber may lead individuals to use the services more frequently.

Negative experiences could reduce their usage or make them switch to alternatives.

Uber can segment its customer base for targeted marketing and service improvements.



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?