



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?

User friendly
app and use
to well.

Restrict
ridesharing
vehicles from
driving in
particular areas
of the state

Your schedule is up
to you with uber
you can get paid to
drive when you
want and manage
your own hours

Uber is easy
to use.

Uber save
travel time.

They are
going faster or
cheaper than
they would by
taxis



*Create an
account
*Enter your
destination

*Meet your
driver
*Check your
ride

Uber's Door-To-
Door Safety
Standarad.

*Sit back and
relax
*Rate your
trip

The Uber
service is
safely.

The Uber is
convenience
as well as
Reliable
quality well.



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?