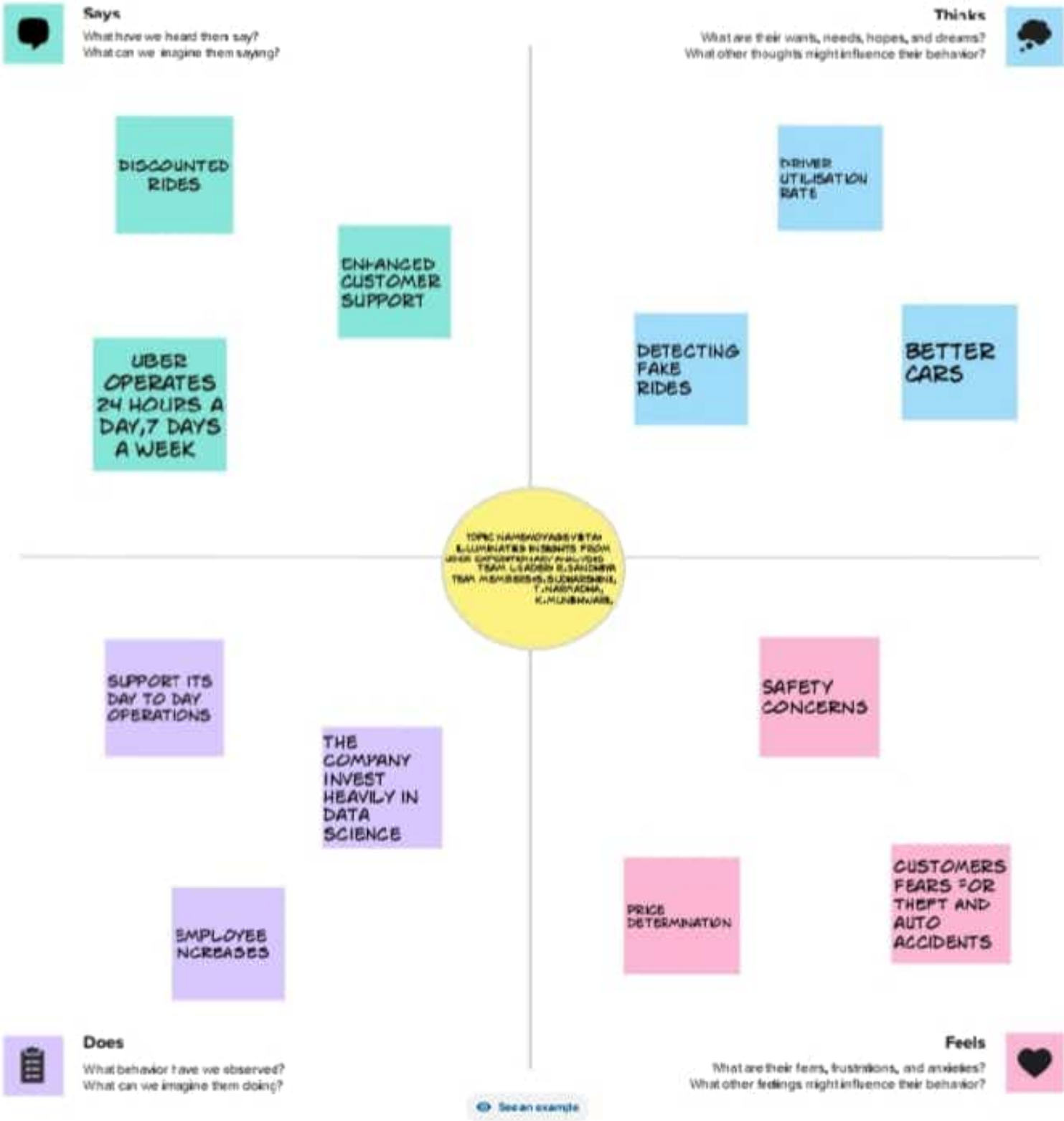

Says
What have we heard them say?
What can we imagine them saying?
DISCOUNTED RIDES
ENHANCED CUSTOMER SUPPORT
UBER OPERATES 24 HOURS A DAY,7 DAYS A WEEK
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
DRIVER UTILISATION RATE
DETECTING FAKE RIDES
BETTER CARS
SUPPORT ITS DAY TO DAY OPERATIONS
THE COMPANY INVEST HEAVILY IN DATA SCIENCE
EMPLOYEE NCREASES
SAFETY CONCERNS
PRICE DETERMINATION
CUSTOMERS FEARS FOR THEFT AND AUTO ACCIDENTS
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?
See an example

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Before you collaborate

Define your problem statement

R.SANDHIYA

S.SUDHARSHINI

T.NARMADHA

K.MUNISHWARI

Group ideas

WOMEN'S SAFETY --SHARE YOUR TRIP DETAILS WITH LOVED ONE

PROTECT YOUR PERSONAL INFORMATION

VISUALIZATION AND COMMUTATIVE COLLECT DATA

THE SERVICE HAS IMPROVED MASSIVELY SO THE CUSTOMERS USE FOR UBER

SUPPLY AND DEMAND OF TRANSPORTATION SERVICE

IF YOU NEED ANY HELP GO TO HELP.UBER.COM

Prioritize

WOMEN'S SAFETY... SHARE YOUR TRIP DETAILS WITH LOVED ONE

GREAT CAN EXPANSIVE NETWORK

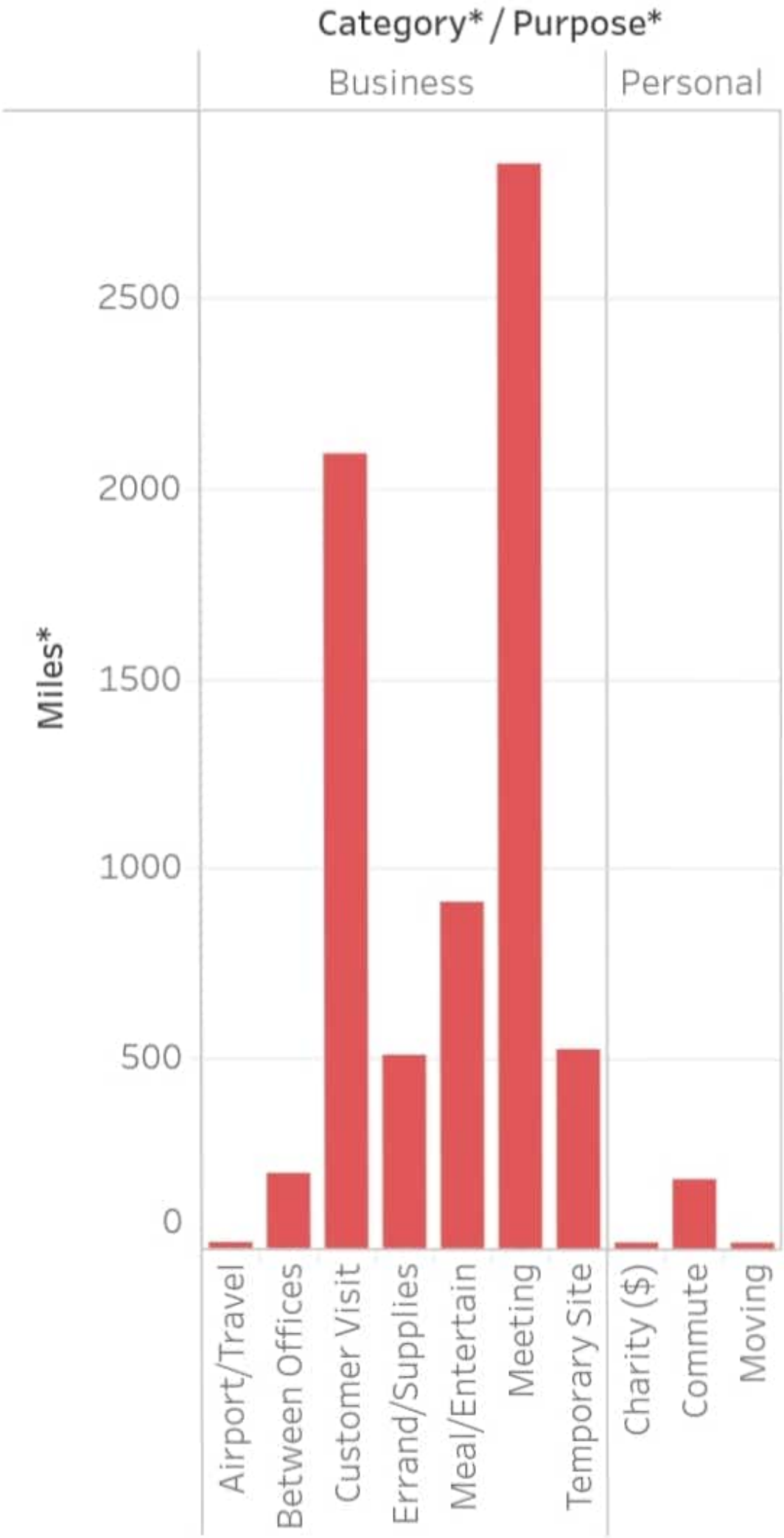
VISUALIZATION AND COMMUTATIVE COLLECT

IMPROVE INNOVATIVE PRODUCTS LIKE RIDE SHARING AND FOOD DELIVERY

Feasibility

After you collaborate

Purpose wise miles covered



Category wise miles covered

Category*

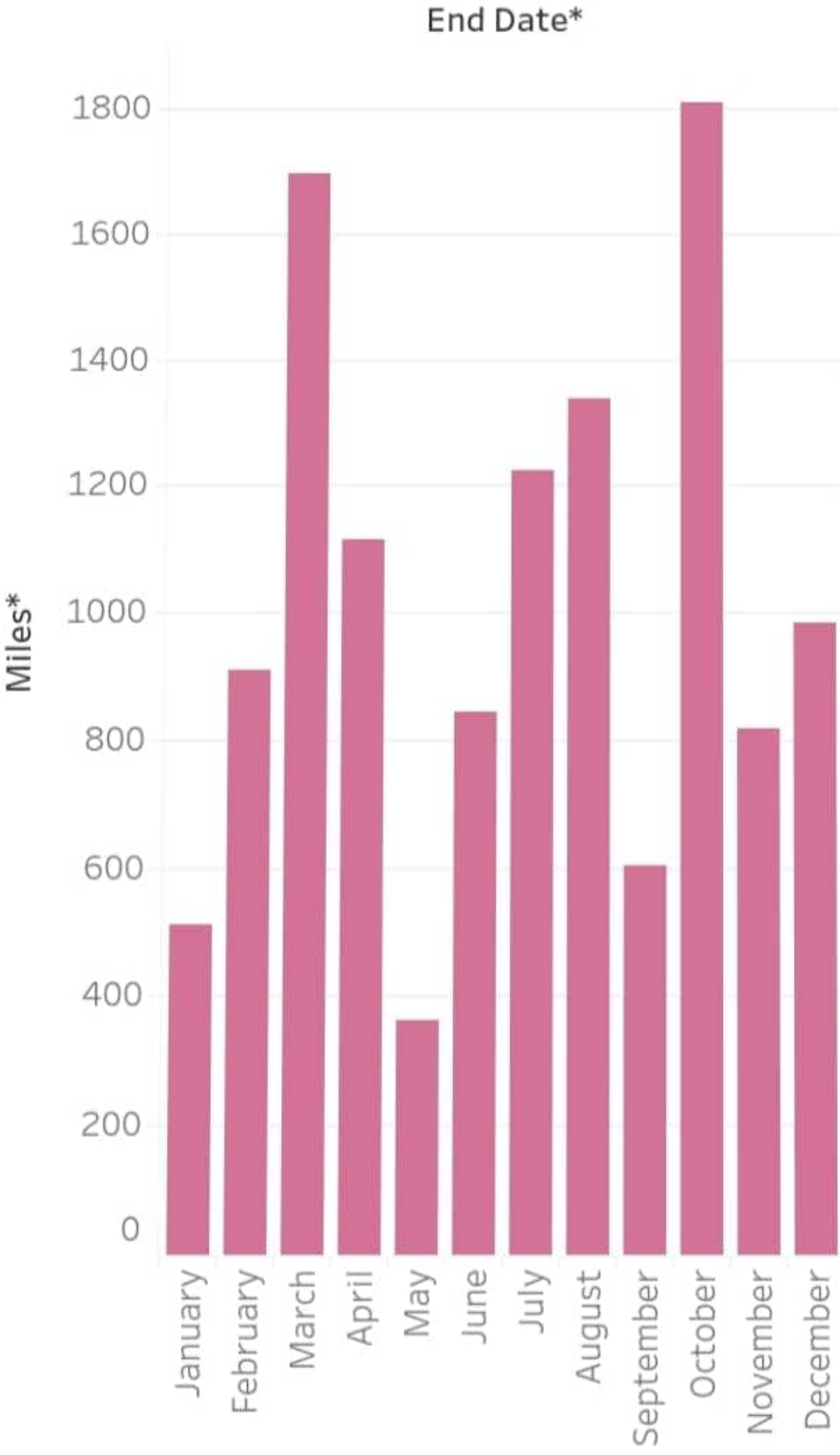
Business

Personal

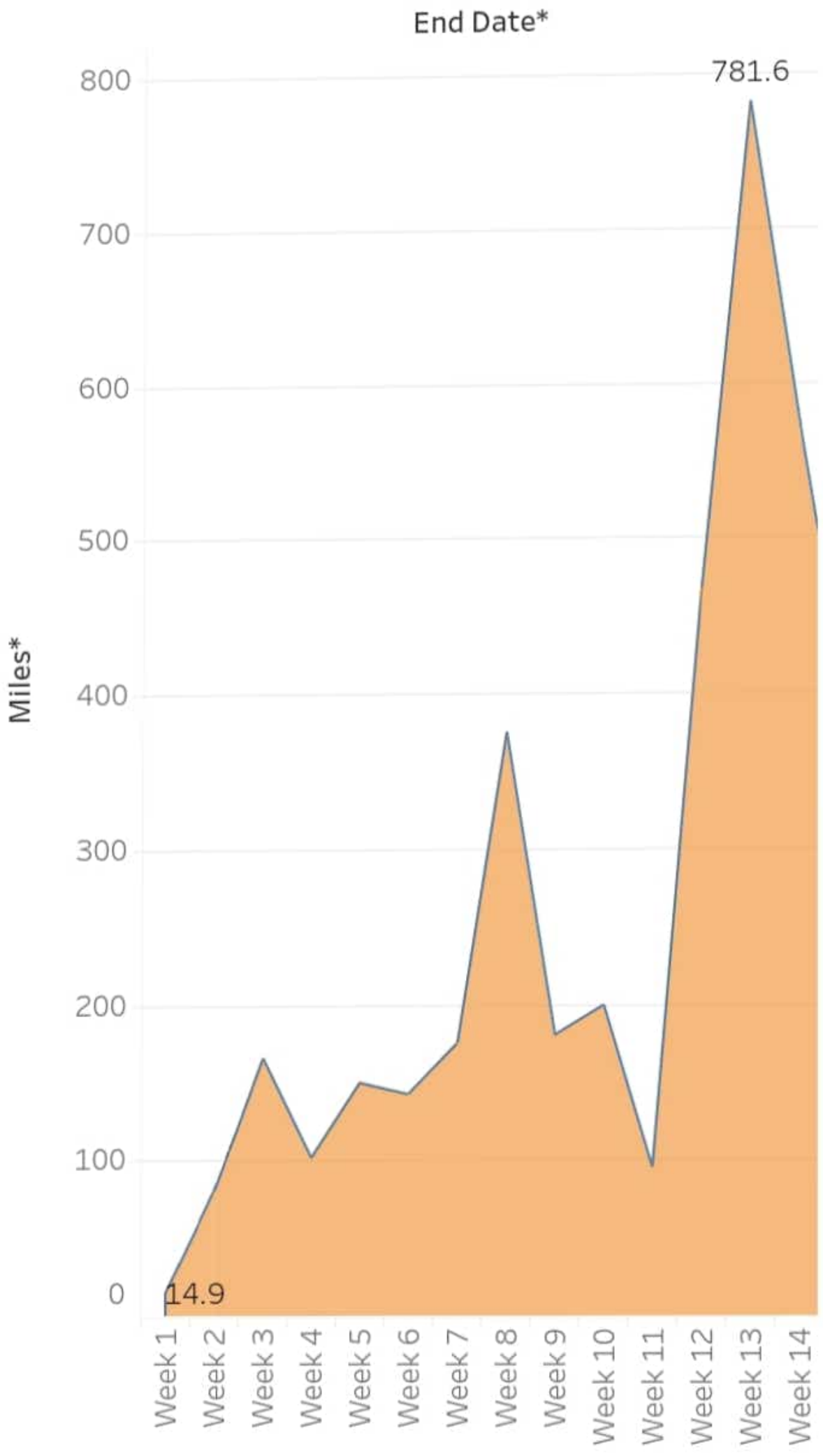
Miles*

12,205

Month wise miles covered



Week wise miles covered



Quarter of End Date*

Q1

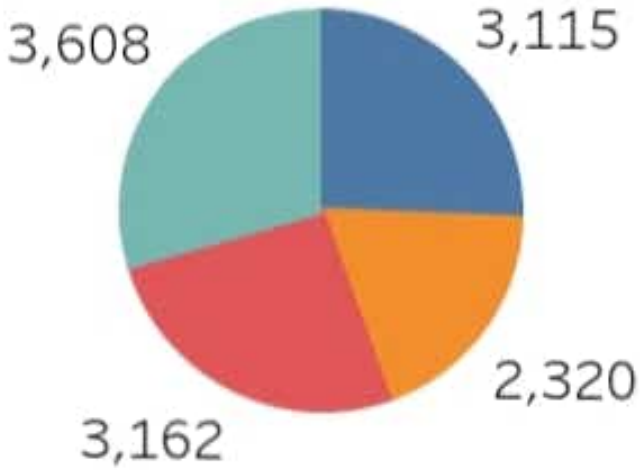
Q2

Q3

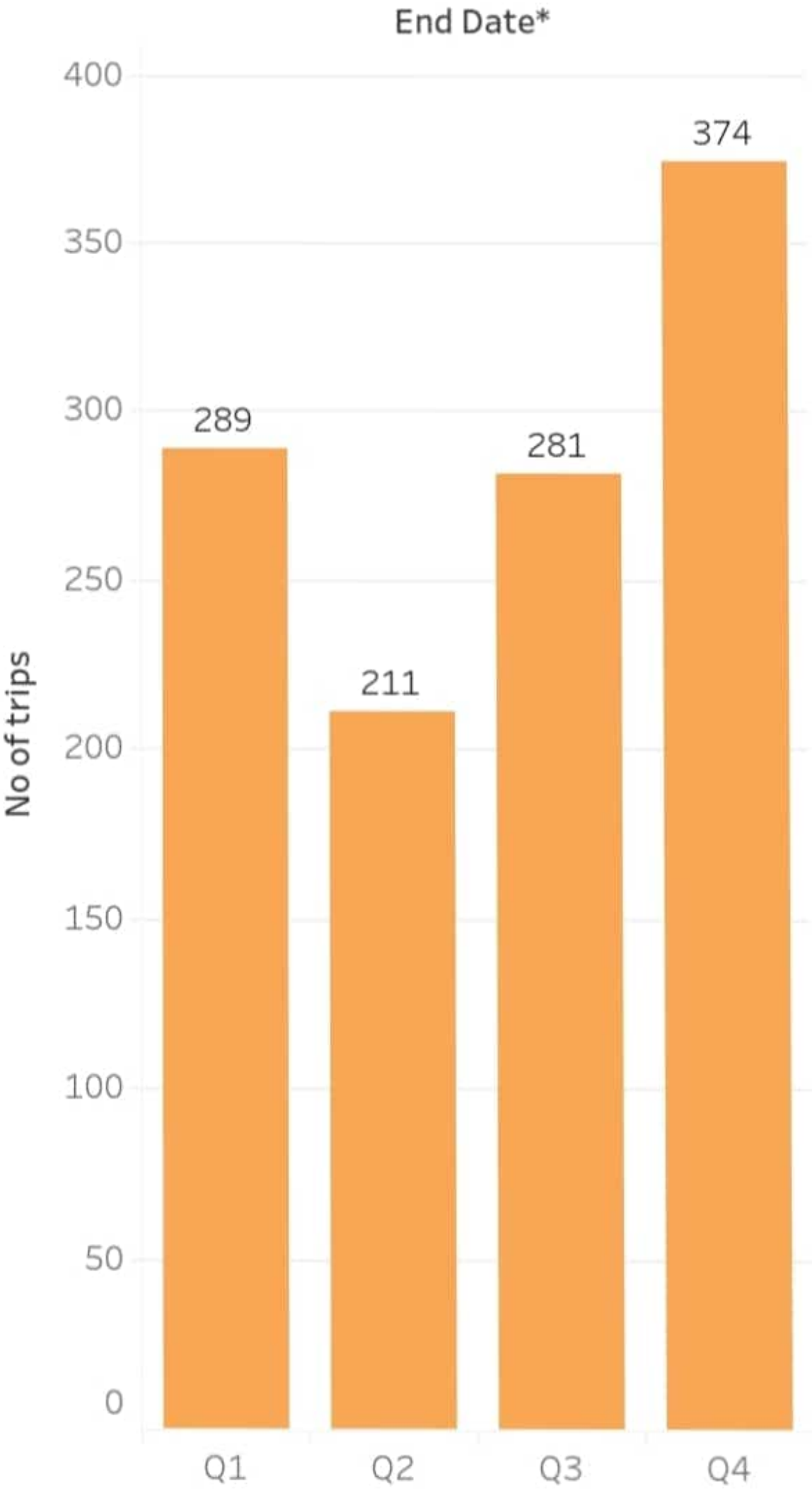
Q4

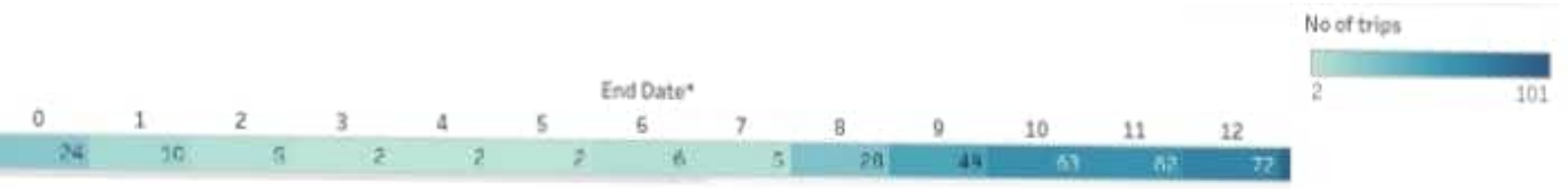
Miles*

12,205



No of trips
36
146
End Date*
January
February
March
April
May
June
July
August
Septemb..
October
November
December
51
115
113
54
49
108
112
133
36
108
122
146


End Date*
400
350
300
250
200
150
100
50
0
No of trips
289
211
281
374
Q1
Q2
Q3
Q4

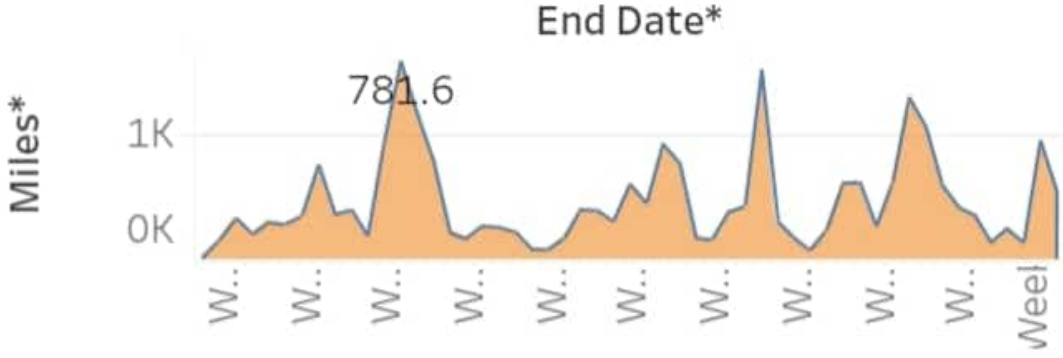

No of trips
2
101
End Date*
0
1
2
3
4
5
6
7
8
9
10
11
12
24
10
5
2
2
2
6
5
28
44
63
82
72

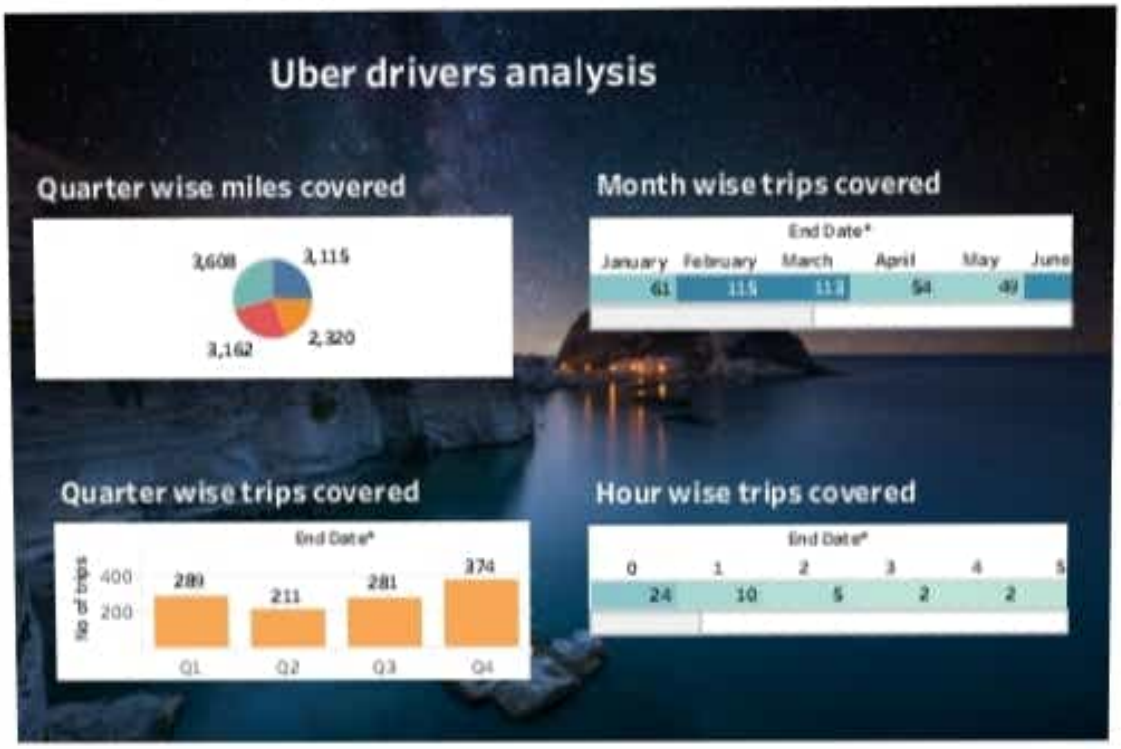
Category wise miles covered

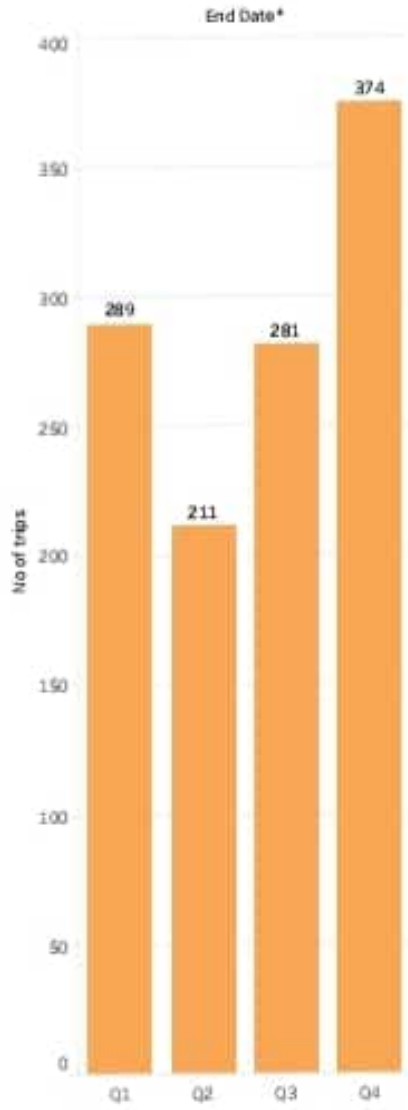
Purpose wise miles covered

Month wise miles covered

Week wise miles covered




Uber drivers analysis
Quarter wise miles covered
3,608
3,115
3,162
2,320
Month wise trips covered
End Date*
January
February
March
April
May
June
61
115
113
54
49
Quarter wise trips covered
End Date*
No of trips
400
200
289
211
281
374
Q1
Q2
Q3
Q4
Hour wise trips covered
End Date*
0
1
2
3
4
5
24
10
5
2
2

Story 1

IN Q4 MORE UBER TRIPS HAVE BEEN	IN DECEMBER MORE TRIPS HAVE	UBER IS BUSY FROM 3-7 PM	UBER USES MOST CATEGORY IN BUSINESS