



Says

What have we heard them say?
What can we imagine them saying?

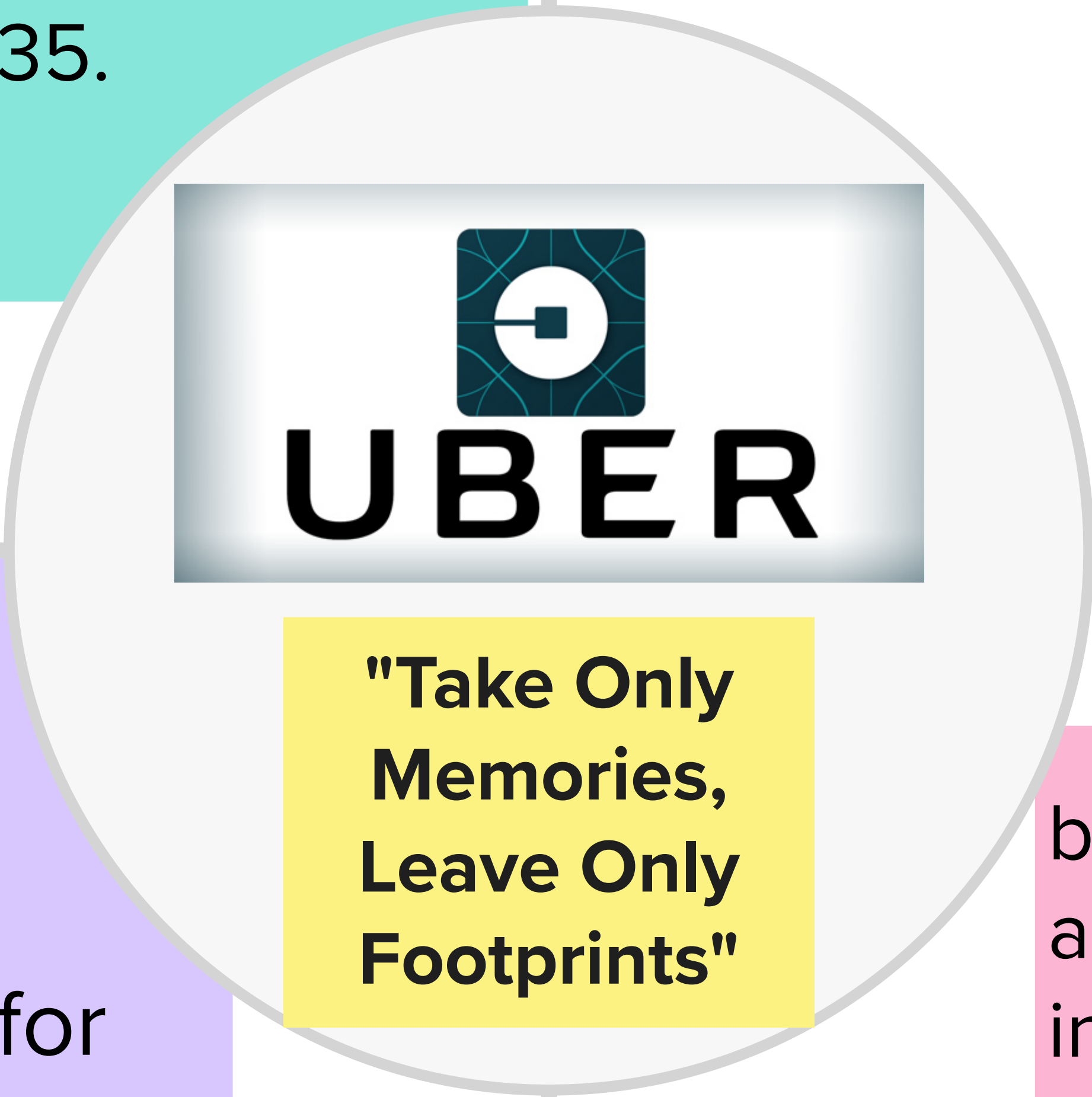


uber;s operating costs come to a total of \$2.2 billin. and as uber's coasts are \$700 million greater than its available gross profit

uber's ubiquitous presence in more than 80 countries has made it the most recognisable ride-hailing service worldwide



the majority of uber users fall in the 16-34 age range. but 35% of rides are over the age of 35.



uber's strategy is to create such an extensive network that leads to a liquidity network effect

provide dependable earning opportunities for you and all drivers on the network.



product, price, place and prmotion. these are the four key elements that a business can use to create and implement a marketing strategy



Does

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



Thinks

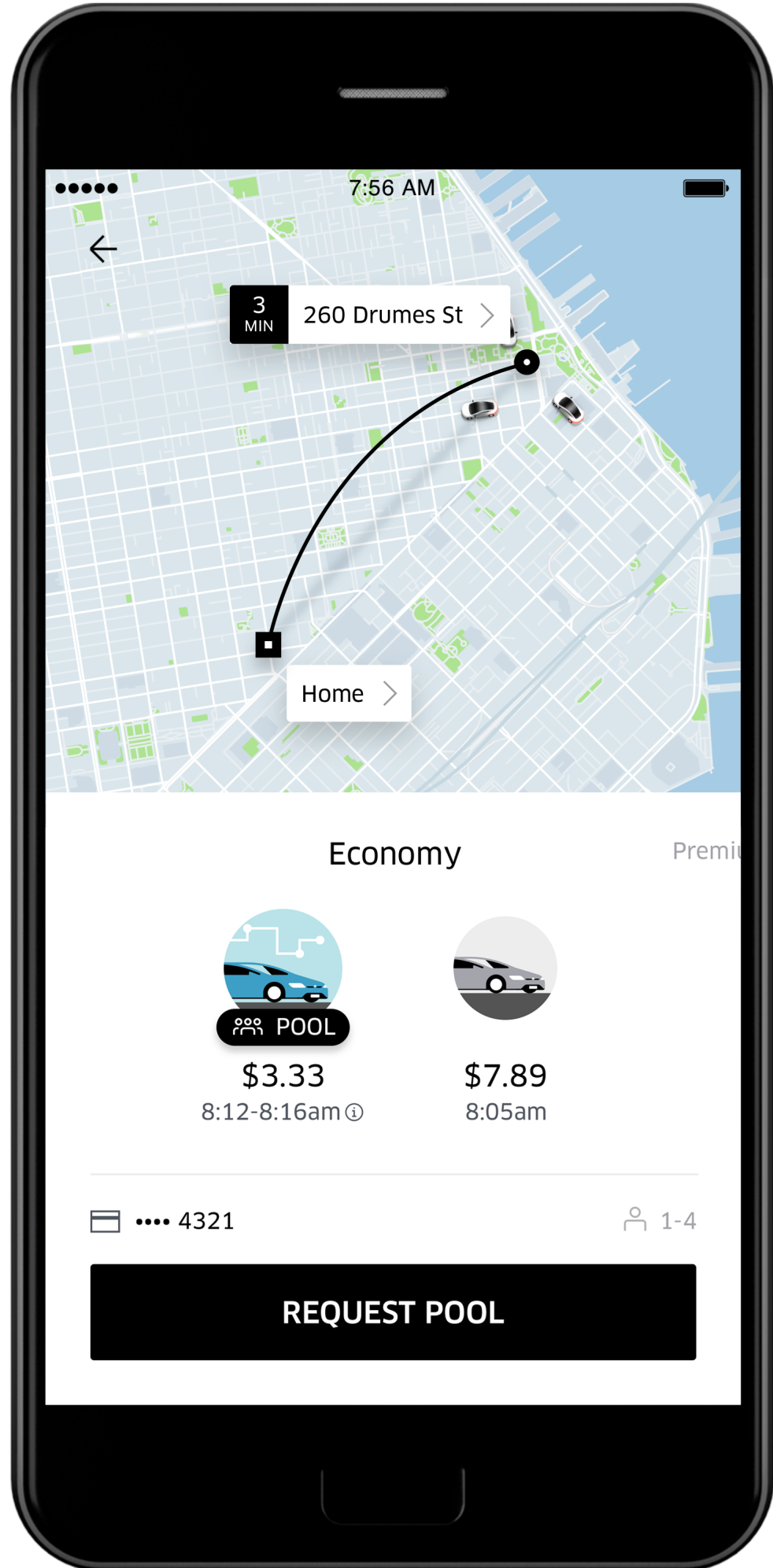
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

safety is a major concern for uber, both in terms of rider safety and driver safety. the company has faced criticism for not doing enough to protect riders and drivers



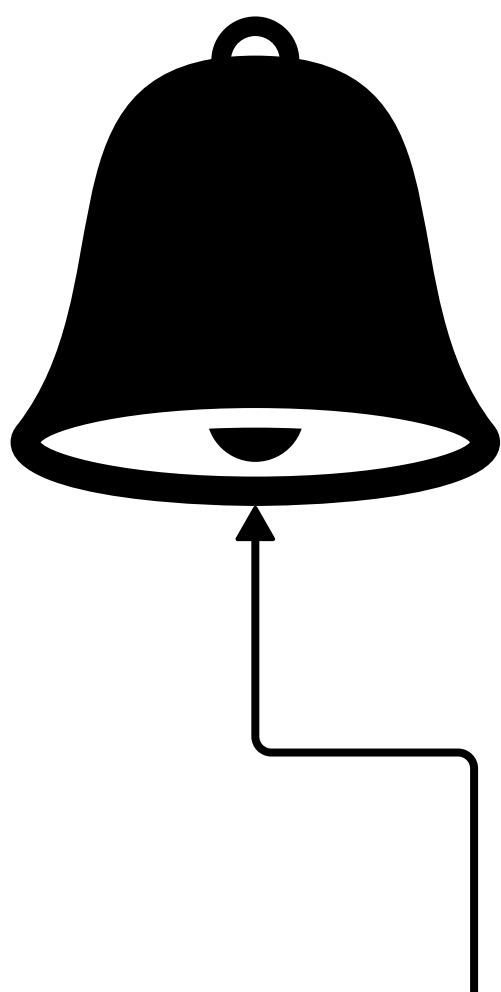
uber is committing to becoming a fully electric, zero-emission platfrm by 2040

there are times when so many people are requesting rides that there aren't enough cars on the road to help take them all

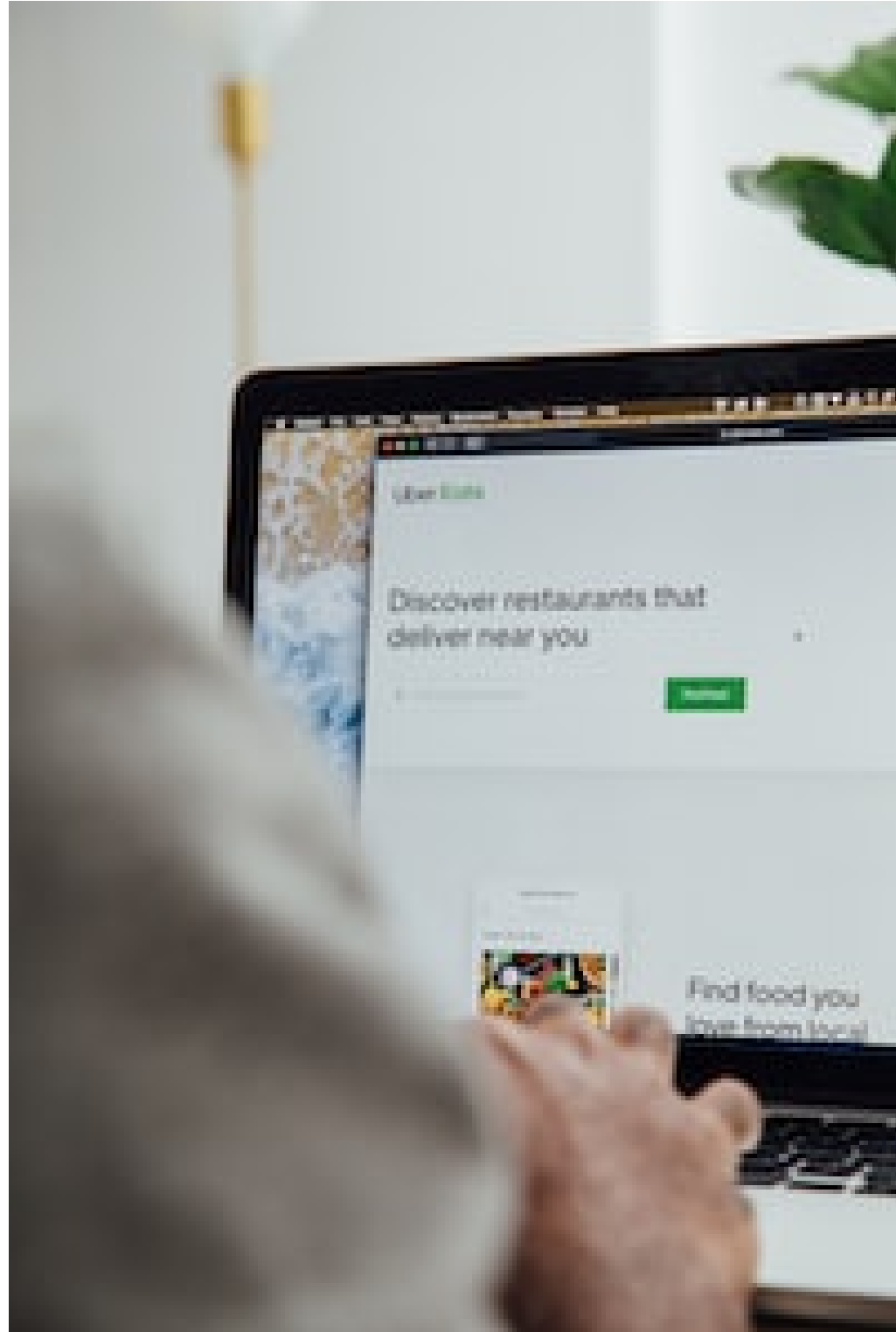


bad weather, rush hour, and special events, for instance, may cause unusually large number of people to want to request a ride with uber all at the same time

the money that uber collects from fares isn't enough to pay for its revenue and operating costs;



the dangers of using uber and lyft can include theft, asault, sexual assault, and auto accident



Feels

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