



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 is a multinational transportation network company that operates a ride-hailing platform.

It was founded in 2009 by Garrett Camp and Travis Kalanick in San Francisco, Californi

Using a ridesharing app like uber has several advantages over more traditional methods.

b)Uber's app also lets users see a map that displays all the potential drivers in the area.

Uber provides a convenient way for inndividuals to request rides from drivers who use their own personal vehicles.

It contribute to the sharing economy,supplying a means of connecting exisiting resources instead of providing the physical resoursces.

Passengers can navigate their destination through uber and make it coordinating ride.

Uber shares a benfit with the components of the sharing economy.

Illuminating insights from uber expeditionary analysis

Uber links passengers with drivers using the uber app.

The company does also offer rental or lease on cars through third party partners.

Passengers cannaot hail an uber directly from the street.

Not having a smartphone or computer prevents someone from using Uber to hail themselves a ride.

Uber offers rides under a dynamic pricing model for both drivers and passengers.

Uber also offers bicycle and electric car rental in some areas and development projects in autonomous driving.

Uber does not independently test driver skills in the hiring process and this results in inconsistencies in driver quality.

Uber does not largely cover a rural areas.

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?

