



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?

An app that allow passengers to hail ride and connect them.

Company that hires independent contractors.

It fastly became a pioneer ride hail industry

convenience ,reliable quality and more affordable.

Women think about the safety

Customers typically get going faster or cheaper by taxis.



UBER

Multinational Transportation Company

Navigate to check in

Passengers ride with an estimated price that dependents on the destination.

Follows a better routing algorithm.

More convenient to travel.

women afraid about sexual harassment

Equalizing the status and normalizing the vehicle system.



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?