



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?



Feels

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



Does

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



Uber reaches a destination place in limited time and is easily affordable for a normal person.

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

Uber is a platform where those who drive and deliver can connect with riders, eaters and restaurants. In cities where Uber is available, you can use the Uber app to request a ride.

Uber sets fares dynamic pricing, which is a model based on the local supply and demand in a specific region at the time of the booking.

Online taxi company  
Uber has decided to shift its engineering innovation division to India to improve business and control high costs in the current situation.

The company operates in approximately 70 countries and 10,500 cities. The company has over 131 million monthly active users and 5.4 million active drivers worldwide. The company has an average of 23 million trips each day through all of their services combined.

With a rider preferences, Uber comfort riders can request a quiet ride as well as what temperature they would like.

During the survey of Uber company, 78 percent of Uber users stated that they were extremely or very satisfied with their ridesharing service.

Uber has exactly the same features as Google Maps.

Uber Driver Analysis refers to the analyzing the number of trips taken by Uber drivers can provide insights into their overall activity and the demand for rides in specific areas.

Uber managed to close smart partnerships with industry relevant apps such as restaurant site Zomato, successful Indian ecommerce provider.

Uber enhanced the newcomer's widespread, contextual presence, sustaining the growth of its user base.