



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?

door-to-door  
convenience

Demanding  
hgh price in  
peak hours

safety

Reliable  
Quality

not easily  
acesible  
ompared to  
others

useful for  
womens in  
night travel

SWOT ANALYSIS OF Uber



Variable  
rate

Drivers  
incentives

Regulatory  
Challenges

tracking  
travel by  
parents

more  
convenient  
for women  
who work

safet and  
secure



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?