



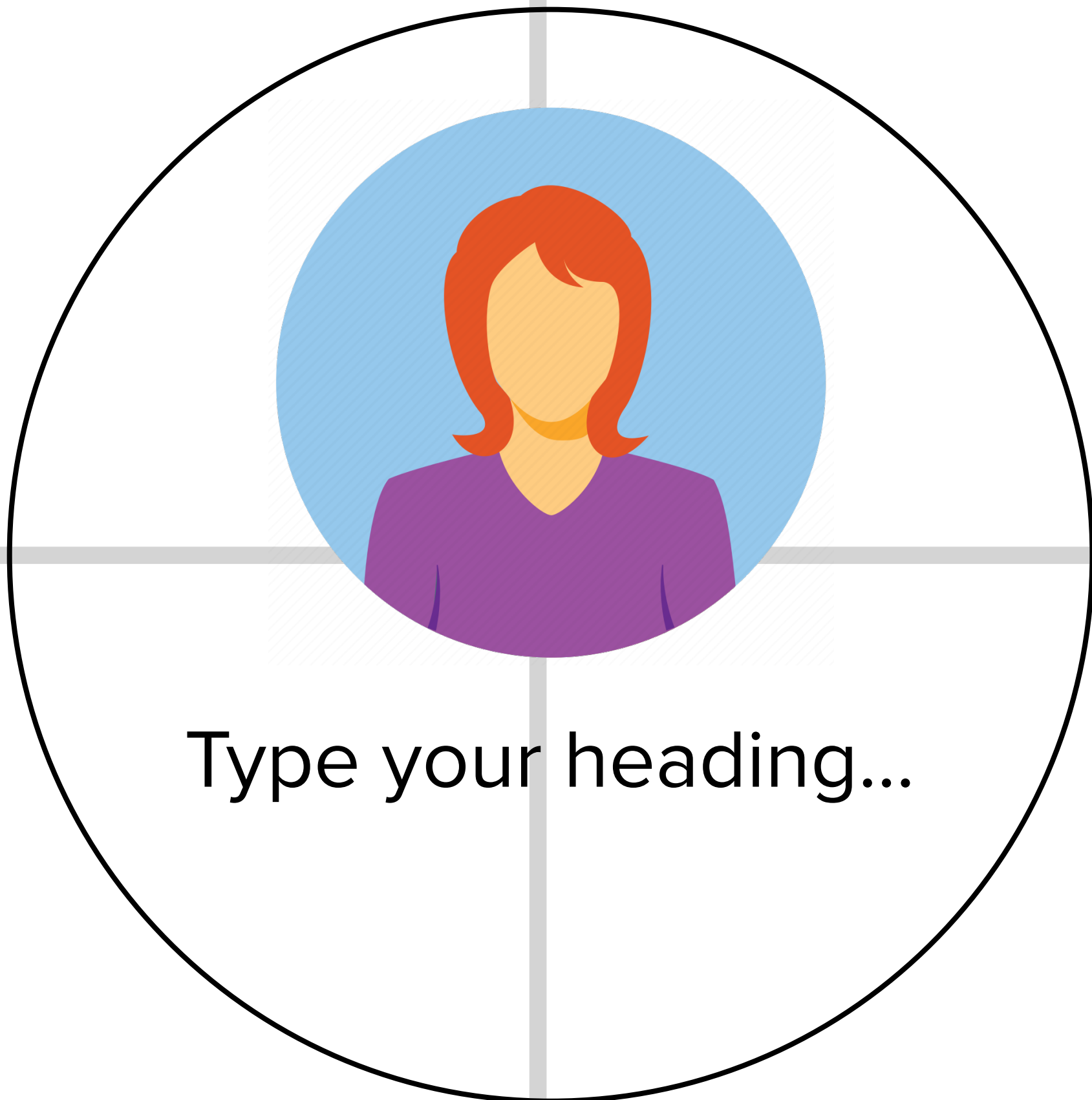
Says

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?



Type your heading...

connecting people cities and businesses through innovative products like ride-sharing and food delivery

while wait times vary uber customers typically spend far less time waiting than customers of traditionally taxi services.

uber stands for living riders and drivers their time freedom and independence back all at the push of a button.

uber is about building not just building the business in my region or building by team from the people to hundreds today.

riders also have the option to share rides with others heading in the same direction through uber pool, the apps ride sharing feature.

unbeatable rate making them accessible to all individual.

uber is safe as you get all the information about your driver and your uber

uber accepts various types of payment option.

drivers were typed in just 16% of riders and just 1% of riders tipped on evert day.

drivers characters and behaviour appered to affect riders tipping decisions

partgoers can rely on bwing able to find available uber drivers through their apps late at might.

uber customers typically get where the are going faster or cheaper then they would by taxis.

if would then light up in a predetermined colour to signal yhe rider the piocking up.

the new project for this is called shadow maps and currently beaing tested in north america.

the combination of uber and expanding online grecery delivery is making it more parctical to live with out a cae.

uber now requires all prospective drivers to submit to motor vehicle and criminal background checks.



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?