



Says

What have we heard them say?
What can we imagine them saying?

uber makes it so easy to get around the city

I prefer a clean car with a polite driver

i had a terrible experience with a rude uber driver

i love the convenience of uberpool for saving money



uber user
conscious traveller

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



thinks about the uber's safety measurements

Quick and reliable transportation, reaching the destination on time

thinking of money for this travel

let's think about the travel is good for me?

checking the ratings of the uber

checking for the verified driver

Download the Uber app, use it sporadically, compare prices with alternatives, and rely on reviews and ratings for driver selection.

my route is convenience,then book my uber

Users may feel anxious about arriving late, annoyed with price surges, relieved when a ride arrives quickly, or frustrated when the app experiences glitches.

i feel about safe or danger when using uber

lets feel about this travel is good one

i feel good when i am reach quickly



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?

