



Says

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

a transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid.

Monthly Analysis:  
Uber's data can be analyzed on a daily, weekly, monthly basis to understand the trends and patterns of trip volumes.

Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand

- Uber is a multinational transportation network company that operates a ride-hailing platform.
- It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California

Uber is not currently profitable. Despite its efforts to reduce costs and increase revenue, the company has yet to find a way to achieve sustainable profitability.



uber drivers

Thinks

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



Uber provides a convenient way for individuals to request rides from drivers who use their own personal vehicles.

By data analysis, Uber drivers decide where to focus their driving efforts for maximum efficiency and profitability.

large driver supply-> Lower wait times and fares-> More riders-> Higher earning potential for drivers-> More drivers

Main dream goal:  
• Uber's mission was to make transportation as easy to access as running water

Uber's strategy is to create such an extensive network that leads to a liquidity network effect

These include both unethical business practices such as flouting local regulations and sabotaging competitors

Increase rides-planning by syncing Google calendar, and offer "discount" on favorited locations.

Uber's work culture and excellent employee benefits and why they're valuable to you

Increase Weekly Active riders and Monthly Active riders.

theft, violence, lying, and cheating are understood to be unethical in just about every ethical framework.

Getting Into a Car Accident. Perhaps the number one fear for an Uber passenger is getting into a car accident.

The company has faced criticism for not doing enough to protect riders and drivers, and has made a number of changes to its policies and procedures in response to these concerns.

expenses that are not reimbursed for example wear and tear on the car.

Increase ridership by encouraging riders to sign up for Uber subscription packages and, as a byproduct, increase LTV per rider.

Ask the driver to pull over in a public location and exit the vehicle, communicate with a friend, or, if you feel like you are in danger, contact law enforcement.



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?

