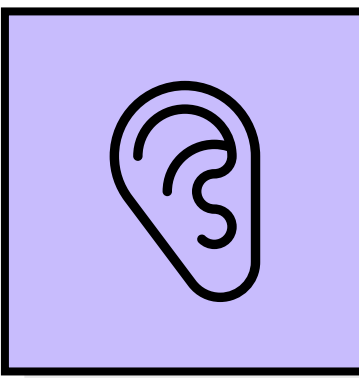


WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Passenger: There are many ride options (pooling, Uber black etc)

Driver: It is essential to maintain a good rider rating.

Driver: Accept more rides during peak hours, it will help in earning more.

Passenger: It's better to pay online as drivers often don't carry change.

Drivers (driving experience with 4 wheeler or 2 wheeler)

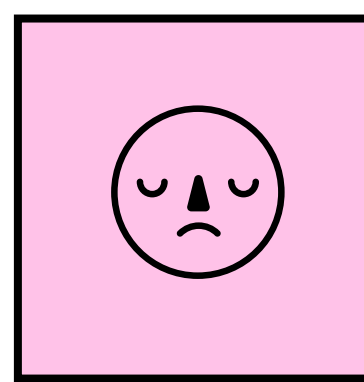
Tourists, daily passengers, anyone who wants to use transportation service (by car, bikes or scooters, auto etc.)

GOAL

What do they THINK and FEEL?

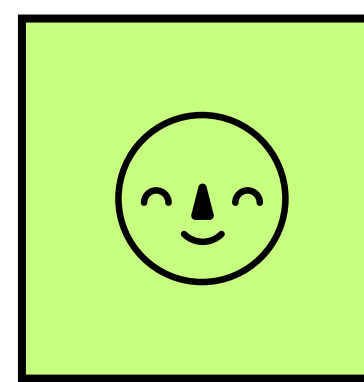
PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?



Passenger: This ride was too costly!

Driver: Why did this passenger give me a low rating :(

Passenger: This driver keeps trying to make a conversation, I wish he would just drive.

Driver: I won't be able to accept more rides because of the traffic today.

Passenger: The app is really easy and convenient to use.

Driver: Passengers can't bargain with me because of the fixed price, GREAT!!

Passenger: I can book a ride at any time which saves my time.

Driver: I can choose when to work which is amazing.

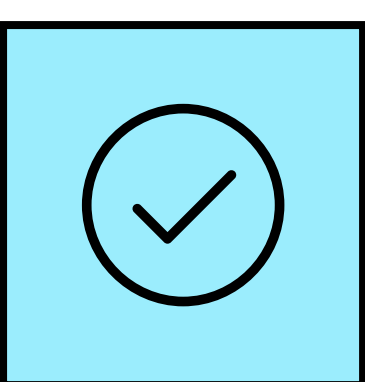
What other thoughts and feelings might influence their behavior?

Passenger: This driver was very safe and reliable.

Driver: This passenger was very clean and didn't dirty my vehicle.

Passenger: Why is this driver taking a route different from the one I know?

Driver: Why does this passenger keep asking me to stop every few minutes. I could have accepted more rides if not for him.



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Passenger: Monitor the ride progress.

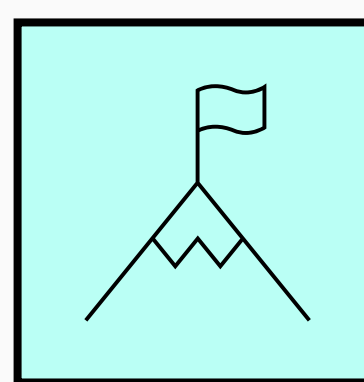
Driver: Provide safe and comfy ride to passenger.

Passenger: Provide rider rating.

Driver: Receive the payment agreed upon while accepting the ride.

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



Passenger: Use the Uber app to book a ride to their destination.

Driver: Accept the ride depending on the current location and destination of passenger.

Passenger: Choose the driver and wait for driver to reach to your current location.

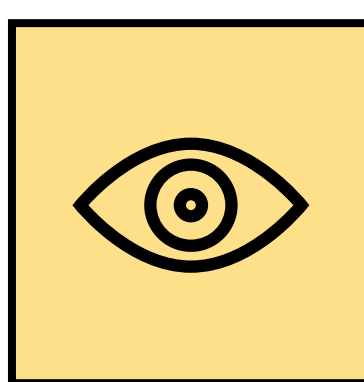
Driver: Pick up passenger and send them to their destination.

Passenger: Observe the vehicle and how well maintained it is.

Driver: Observe the external environment and terrain to choose the best route.

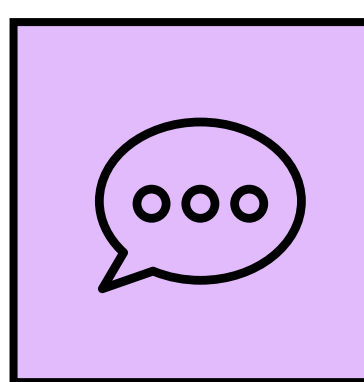
Driver: Passenger being noisy and ordering to drive faster.

Passenger: Driver driving really rashly to reach the destination faster.



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

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

Passenger: I hope this driver does not cancel my ride now.

Driver: I need to drive safely and make sure not to get into any accidents.

Driver: I hope this passenger gives a good rating.

Passenger: The driver was very kind and kept the ac on throughout the ride.