



Says

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

Uber is a American transportation conglomerate that mainly provide taxi services were individuals can heir a taxi in uber app on their phones

The company has over 131 million active users and 5.4 million drivers in world wide

The company operates in approximately 60 countries and 10,500 cities

The company has average 23 million tips each day through all of their services combined



Voyage vista: Illuminating Insights From Uber Expedditionary Analysis

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Thinks

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



Thinks uber satisfies their customers and drivers

Think Uber
want to
develop their
company all
over world

People thinks
uber wants to
cost efficient
manage time
and good service

Uber thinks
want to
achieve their
daily tasks

Increase
weekly Active
riders and
monthly
Active riders

Increase riders-planning google calender ans offer 'discount' on favorited locations.

increase ridership by encouraging riders to sign up for uber subscription package and as a by product increase LTV per rider

Adding more features or expanding into new areas

It really is a
great convenient
option to use.

Uber has a net positive contribution to the national economy and at local levels.

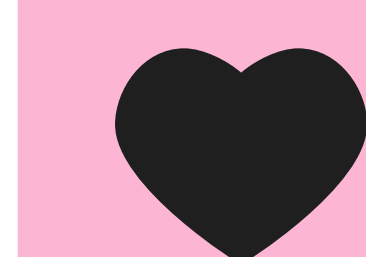
Margins are dismal with diver wages, gas prices, vehicle maintenance costs getting in the way of income.

Uber drivers work full-time and private vehicles can't be used as uber cabs.



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?

