



**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?

NOT FOR  
SECURED  
FEEL.

IT HAD HIGH  
COST TO  
COMPARE  
WITH OTHER  
COMPANIES.

ONLINE  
TRANSCATION  
ARE ONLY  
USED PHONE  
PAY.

WHY SHOULD  
DOWNLOAD  
THE UBER  
APPLICATION.

IT IS VERY  
DIFFICULT  
TO IDENTIFY  
THE CARS  
ARE SAFE OR  
UNSAFE.

SOME  
TIMES,  
THESE CARS  
ARE COMES  
LATER.

ILLUMINATING  
INSIGHTS FROM  
UBER  
EXPENDITIONARY  
ANALYSIS

THE COST IS SOMETIMES  
DROPPED FOR THE  
JOINTERS.  
EG: IN FRANCE A PERSON  
TRAVELLED 5KM BUT  
CHARGES IS COMES LIKE  
THE LAKHS,

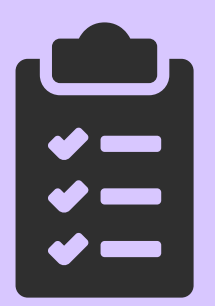
THIS  
APPLICATION  
IS VERY EASY  
TO ACCESS  
FOR NORMAL  
PEOPLE ALSO.

THE COMPANY HAD  
ONLY  
APPLICATION  
DRIVERS ARE ACT  
LIKE OWNERS.

THE CAR  
DRIVERS ARE  
DIFFICULT  
TO IDENTIFY  
THEIR  
CHARACTERS.

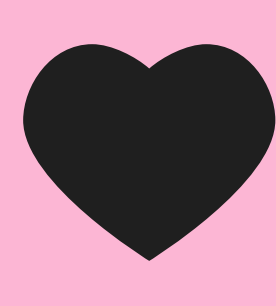
THIS  
APPLICATION  
IS USES IN  
THE ANYTIME  
AND ANY  
PLACES.

THIS  
APPLICATION  
IS USED IN  
COUNTRIES.



**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?

[See an example](#)