



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?

The company operates in approximately 70 countries and 10,500 cities

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

Thinks uber satisfies their customers and drivers

uber want to think about the safety of divers and customers

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

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

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

Uber thinks want to achieve their daily tasks



Voyage vista: Illumating Insights from Uber Expedditionary Analysis

Increase weekly Active riders ans monthly Active riders.

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

It really is a geat convinient option to use.

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

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

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

Uber drivers work full-time and private vechicles 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?