

## Says

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

> Provides safety and secure for travellers

It helps to reach traveller destination place

It highly uses for adults.For example:16

to 34



Voyage vista: Illuminating Insights From uber Expeditionary Analysis

Uber drivers provide some discount for regular customer

People are booking in latest technology of smartphones

Most of uber taxi drivers are not educated

**Thinks** 

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



It's great to travel from one place to another place. especially long distances

Peoples need for driving license,vehicle registration,vehicle insurance and experienced drivers

People wants to great communicator,never late,confident and skilled driver

Uber was once affordable and convenient but now is just convenient

It feels the drivers cost of driving services is very high and the fare is very low

Ubers drive a taxi mostly city sides

## 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?

