



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



Users saying
about their
thoughts on not
worrying about
parking at all

Users saying
about their views
on safety
concerns and
payment
satisfaction

Users sharing
their frustrations
on waiting for so
long when they
are in a hurry

Users thinking
about choosing
right and
optimal path to
their destination

Thinking about
the fair and
pricing
considerations
while choosing
uber

Thoughts
revolving
around safety
concerns

Riders may
compare the
estimated ride fair
before confirming
a booking

During their ride
,riders actively
check or track
their location
within the app

Users after
completing their
ride give rating as
well as feedback
on the ride

Some users are
looking eagerly for
the Uber to avoid
traffic jam and for
going to important
places urgently

They trust in the
Uber platform's
reliability and
safety measures
taken by the
company

A satisfied ride
experience brings
a great sense of
contentment and
a desire to use
Uber again