



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?

connecting people cities and businesses through innovative products like ride sharing and food delivery.

while wait times vary uber customers typically spend far less time waiting that customers of tradionally taxi services.

uber stands for living riders and drivers their time freedom and independence back all at the push of a button.

uber is about building not just building the business in my region or building by team from the people to hundreds today.

riders also have the option to share rides with others heading in the same direction through uber pool, the apps ride sharing feature.

unbeatable rate making them accessible to all individual.

uber is safe as you get all the information about your driver and your uber.

uber accepts various types of paymment option.



VOYAGE VISTA

drivers were typed in just in 16% of riders and just 1 5 of riders tipped on everyday.

drivers characters and behaviour appeared to affect riders tipping decisions.

partgoers can rely on being able to find available uber drivers through their apps late at might.

uber customers typically get where they are going faster or cheaper then they would by taxies.

if would then light up in a preetermined colour to signal the rider the picking up.

the new project for this is called shadows maps and currently being tested in north america.

the combination of uber and expanding online grecery delivery is making it more partical to live with out a car.

uber now requires all prospective drivers to submit to motor vehicle and criminal background checks.



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?