

What can we imagine them saying?

users can cancel rides for even after cab arrive if situation demands it >its inversigating a pontantial branch if its computer system.

the company says its driver have driver over 3.000 crore kilometer in the last ten year which is equvalent to travaling from earth to moon around 86.000 times

over 50.000 crose through its playform since 2013 which has facilitsted around 300 crose tips

> voge vista :illumining insights from uber expedionary analysis

> > low price as compared to taxies other commute apps

uber allows their usesto give feed back in terms of states (out y 5) by writhing a short descripion to improve their service

**Feels** 

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

uber sets fales using dynamic pixcing which is a model based an the local supply demand in a spacific region at the time of the booking

> low price as compared to taxies other commute apps

Does 

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



uber has helped 30

lakh driver in india earn

a cumutative amount y

largest ride sharing positioned its as the lastest ride sharing technology

in the world

**Thinks** 

What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?

See an example