



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?

uber is a multinational transportation network company that operates a ride hailing platform

uber is an operating transportation company no different than any other regular chicagotaxi or limourine



uber is an american international transportation network company

uber is a software company that enables members of the public to connect with licenred livery vehicles and taxicabs by pressing a button on their smartphones

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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?