



SAYS
DOES

HANNAH

THINKS
FEELS

I want to have a good experience with uber
i want to get there on time and not be stressed

How much does this cost?
Will we hit traffic?
Will i get there quicker?
What kind of car?
Is it clean/safe?
Is the driver nice?

Looks at rating of driver
Looks at type of car
looks at arrival time and route

anxious
concerned

OUTCOMES/GOALS
The outcome is that Hannah has a good experience with uber and continues to use it.
The goal is that Uber is Hannahs first choice for transportation