



Says

What have we heard them say?
What can we imagine them saying?

TO GIVE
A
RESPECT

WE WORK VERY
QUICKLY AND
OUR VECHICLE
IN GOOD
CONDITION

WE
EXPECTING
GOOD AND
FAIR PRICE

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



THEY WANTS
AGOOD RIDE
AND THEY
NEED A FAIR
PRICES

THEY HOPE
THAT UBER
DRIVERS ARE
GOOD
PEOPLES.

THEY NEED A
SAFE JOURNEY
AND
ENTERTAINMENT
JOURNEY.



Illuminating Insights From Uber Expeditionary Analysis

Short summary of
the persona

POSITIVE:
THEY ENJOY
THE
FEELINGS OF
JOURNEY

NEGATIVE :
THEY DOESNOT
UNDERSTANT
THE FEELINGS
OF DRIVERS .

CUSTOERS
NEEDS A
CONFORTABLE
TRAVELING

FEARS:THEY
FEAR ABOUT
OUR BEHAVIERS
AND OUR
CHARACTRS IN
TRAVELING TIME

ANXIETIES:THEY
FEEL VERY EGER
HOW WAS THE
TRIP . THIS FEELING
FOR EVERY
PASSENGER

FRUSTRATIO:IF WE
NOT CO-OPERATE
WITH PASSENGERS
IT FEELS
FRUSTRATION FOR
THEM



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?

