



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?

request rides
from drivers
who use their
own personal
vehicles.

Ged Ride in
minutesa

Uber is a
multinational
transportation

While wait
time vary

Daily,
Weekly, or
Monthly
Analysis:

t was
founded in
2009 by
Garrett Camp



Persona’s name
Short summary of
the persona

operates a
ride-hailing
platform

Trips can be
analyzed
based on
geographic
regions

demand for
rides in
specific
areas.

Rides
Around the
World

the trends
and patterns
of trip
volumes

convenient
and
cashless



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?