



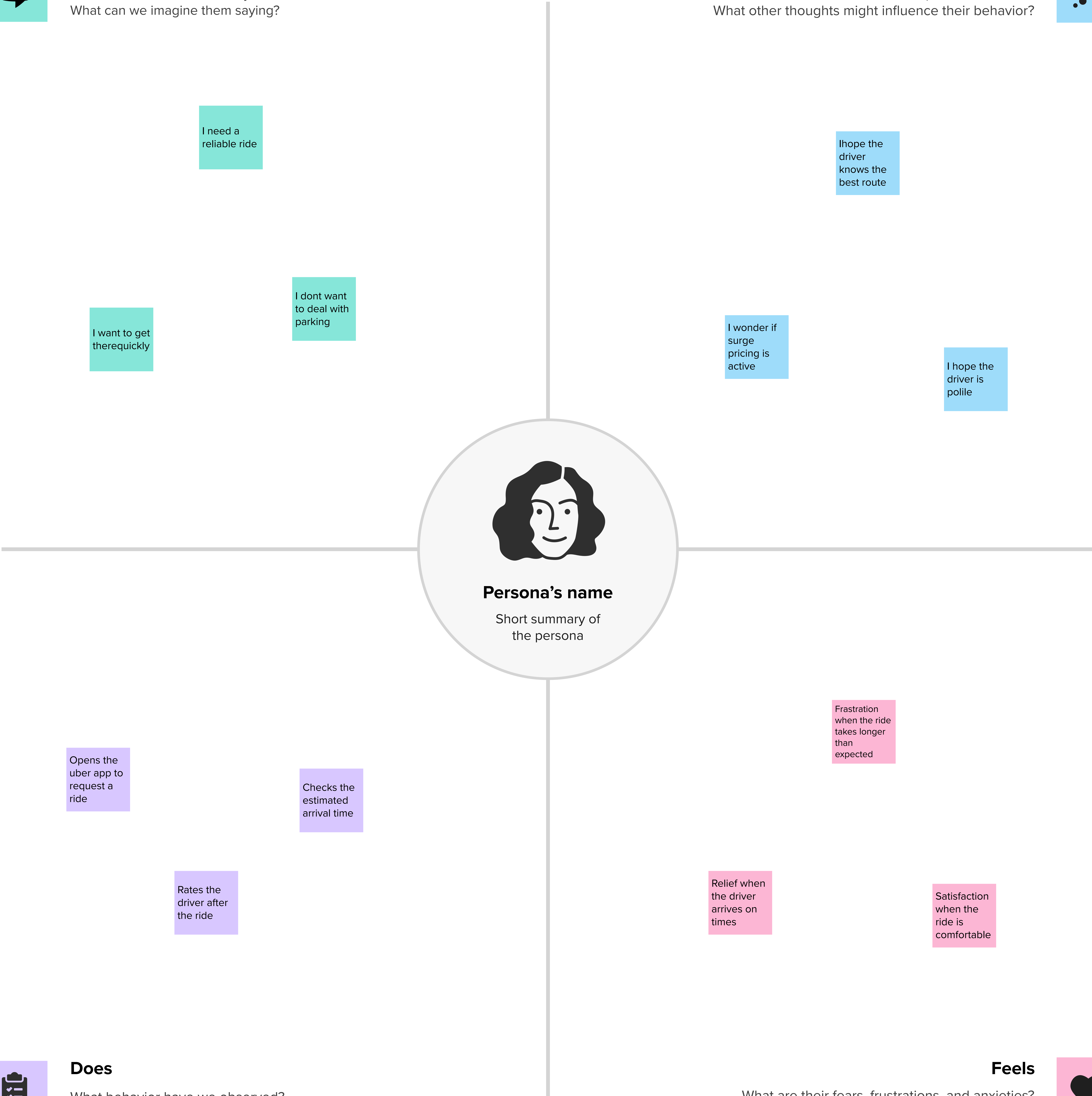
Says

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?



Persona's name

Short summary of
the persona

I need a
reliable ride

I want to get
there quickly

I dont want
to deal with
parking

I hope the
driver
knows the
best route

I wonder if
surge
pricing is
active

I hope the
driver is
polite

Opens the
uber app to
request a
ride

Checks the
estimated
arrival time

Rates the
driver after
the ride

Frastration
when the ride
takes longer
than
expected

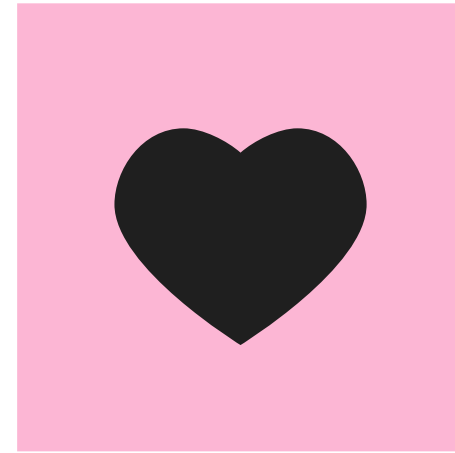
Relief when
the driver
arrives on
times

Satisfaction
when the
ride is
comfortable



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?