

Persona Name : Bushra

Age: 21
Location: Pakistan
Occupation : Undergrad Student
Tech-Savviness: High
Devices: Android Smartphone



Bushra is a 21-year-old undergraduate software engineering student from Islamabad, Pakistan. She frequently uses ride-hailing apps to commute between university, her part-time job, and social events. Budget constraints, safety concerns, and reliability are her main priorities. She often struggles with high surge pricing, unprofessional drivers, and the unavailability of rides during late hours.



Goals:

Affordable Transportation: Bushra wants to find affordable rides as she manages her university and part-time job with a limited student budget.

Safety: As a female student, safety is her top priority, especially when traveling late at night or using ride-hailing services alone.

Reliability: She expects rides to be punctual and the app to be reliable so she can arrive on time for her classes, internships, or social events.

Ease of Use: The app should be quick and easy to use as she's often in a hurry between classes or work.

Flexibility: She wants the option to schedule rides ahead of time for planned trips to the university or other activities.

Pain Points:

Surge Pricing: She finds it frustrating when prices surge during peak hours or in bad weather, making it hard to afford a ride.

Driver Attitude: Occasional rude or unprofessional behavior from drivers makes her anxious, and reporting these issues doesn't always resolve them.

Safety Concerns: Ayesha worries about her safety, especially at night, and prefers additional safety features like driver verification or an SOS button, which some apps lack.

Long Wait Times: During busy hours, it takes longer to find available rides, making her late for important commitments.

Frustrations:

Poor Customer Support: If something goes wrong, getting in touch with customer service is often a hassle, and responses are delayed or unhelpful.

Payment Issues: Sometimes, Bushra experiences payment failures, especially when using mobile wallets or cards, causing delays.

Inaccurate GPS/Map Data: GPS inaccuracies in the app sometimes lead to drivers arriving at the wrong location, causing confusion and wasted time.

Inconsistent Driver Ratings: She feels that the driver rating system doesn't always reflect the quality of service she receives, as bad drivers may still have high ratings.

Motivation:

Convenience: Bushra wants a reliable, hassle-free way to commute between university, work, and social events.

Time Management: She needs an efficient solution to manage her busy schedule and avoid transportation delays.

Affordability: With a limited student budget, she is motivated to find cost-effective rides without sacrificing quality.

Safety: Ensuring her personal safety during rides, especially at night, is a top priority.

Independence: The ability to travel freely and flexibly supports her goal of being independent and in control of her daily routine.

Career and Academic Growth: She seeks to minimize commuting stress to focus on her studies and professional development.

Behavior and Preferences

- Uses Ride-Hailing Frequently:** Mostly uses ride-hailing apps to commute to university, internships, and social events.
- Prefers Cash Payments:** Although she uses mobile wallets, she often prefers paying in cash due to payment failures.
- Rides During Off-Hours:** Ayesha often books rides late in the evening after her internships or night study sessions, so driver availability during those times is crucial for her.