**User characteristics of Taxi Tap**

**Driver User Characteristics**

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| Attribute | Description |
| Familiarity with Mobile Technology | Varies widely:   * Some drivers may be tech-comfortable while others may struggle with apps. |
| Access to Reliable Internet and Data | Often limited or inconsistent, drivers operate in areas with poor signal or data is expensive. |
| Preferred Language and Communication Style | They may prefer local languages (e.g. Zulu, Xhosa, Sesotho). |
| Attention Capacity While Driving | Must be able to use the app **while operating a vehicle,** requiring minimal taps and distractions. |
| Trust and Scepticism Toward New Technology | May be sceptical of new digital systems due to fear of replacement, surveillance, or fare manipulation. |
| Goals and Incentives for Using the App | Wants more passengers, quicker pickups, and less idle time without changing their daily routine. |

**Passenger User Characteristics**

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| Digital Literacy | Ranges from students and workers (tech-savvy) to commuters with limited app experience. |
| Access to Reliable Internet and Data | Frequently encounters **low or no connectivity,** especially in transit |
| Reasons for Using the Platform | Seeks reliable transport, less waiting, and a safer way to locate and use taxis. |
| Preferred Language and Communication Style | They may prefer local languages (e.g. Zulu, Xhosa, Sesotho). |
| App Usage Context (Where & When) | Often uses the app in crowded, noisy, or busy settings like taxi ranks. |
| Concerns Around Trust and Safety | Wants to be sure drivers are legitimate and that their location and personal data are protected. |
| Platform Interaction Needs | Needs to discover taxis, request rides, track driver arrival, and receive ride notifications. |