



Says

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

- 1.Door-to-door convenience, safety and reliable quality.
- 2.Uber follows a better routing algorithm and their cabs reach the pick-up location within minutes.
- 3.Most customers are generally dissatisfied.
- 4.To make sure that the most respectful riders and drivers are using Uber.

- 1.Uber is a platform where those who drive and deliver can connect with riders,eaters and restaurants.
- 2.In cities where uber is available,you can use the uber app to request a ride.
- 3.When a nearby driver accepts your request,the app displays an estimated time of arrival for the driver heading to your pick-up location.
- 4.Riders will pay alittle extra to be matched eith more experienced , top-rated driver- partners who have never, mid-sized cars.



Does

What behavior have we observed?  
What can we imagine them doing?



Thinks

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

- 1.Uber is safe as you get all the information about your driver and your Uber.
- 2.Uber accepts various types of payment option.
- 3.Rating system from Uber declares that customer satisfaction is 4.6 out of 5.
- 4.It was able to create a better user experience than its competitors.

1. It's great to travel from one place to another especially long distances.
3. Uber costomers typically get where they are going faster or cheaper then they would by taxis.
2. If you compare Uber price with other local options Uber will be cheap and safe.
- 4.During the survey 78 percent of Uber uses stated that they were extremely or very satisfied with their ridesharing service.



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



**Persona's name**  
Voyaga vista ;  
Illuminating insights from Uber Expeditionary Analysis