



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
USER

Uber
must be safe and
convenience.

Available any
time.

Reliable
quality.

Cheaper
then other
servies ?

more
sequer ?

Availability
of female
drivers ?

Check
drivers
rating.

Check the
availability of
service when
needed.

Check the
availability of
comfortable
vehicle.

Safe even in late
night.

Drivers should be
experienced and
reliable.

Friendly drivers and
aggressive expansion
strategg.



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?