



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?

Specific user type, including segment or specification.

A notable behavior, occurrence, or situation.

Better security measures

On every trip, can tap a button for safety tools and get help whenever need it.



Traveller

This will calculate the profit per booking after deducting expenses like driver pay.

this will calculate the amount of potential revenue lost.

Understand the impact that platforms have in our daily life.

Identify the main typologies of platforms in the business world.



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?