

Persona canvas

Persona name:Vihar

Demographics:

Age:28

Occupation:graphic designer

location:urban setting

Behaviour and preference:

- 1.frequently uses the app twice a day for booking a taxi.
- 2.desires the app should take fewer steps to book a taxi.

Taxi app usage

location-1:home setting

USER JOURNEY:

- 1.uses app regularly for going office.
- 2.Expresses a need for a simpler way to set a monthly ride pass.

Challenges and pain points:

- 1.Expresses the complexity of setting financial goals.
- 2.Needs more protection of payments

Emotional response:

- 1.satisfied with taxi tracking features.
- 2.seeks a balance between security and user freindly design

GOAL AND OBJECTIVES:

- 1.taxi apps can quickly connect users with nearby drivers.
- 2.users can see an estimated fair before booking,so they can make informed decisions.