



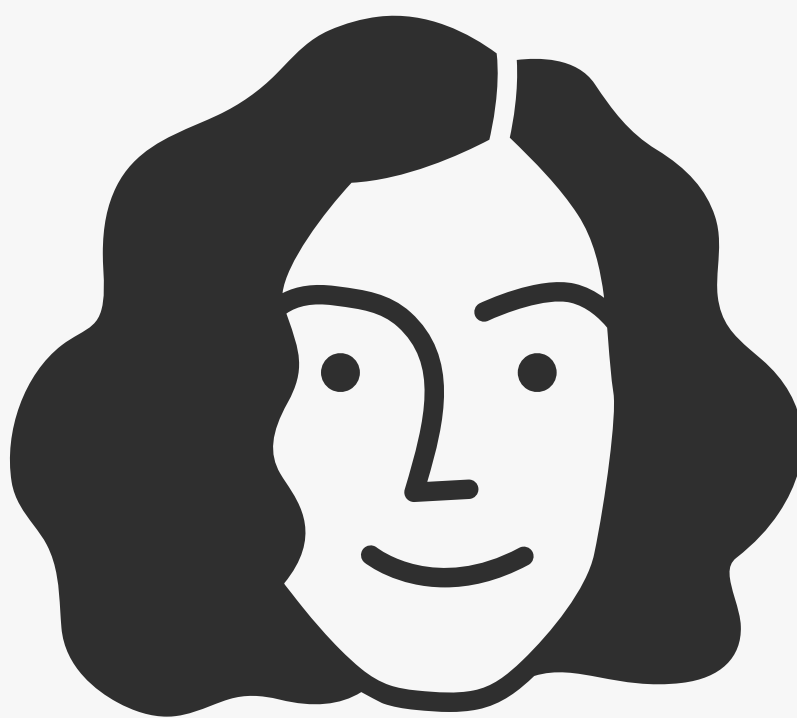
Says

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?



uber expenditure
Short summary of the persona

what is
Ubers
expenses?

what is
anuber
statement?

who owns
uber?

I think the
uber
expenses is
so high.

why uber is
struggling?

I think they
have to supply
and maintain
their own
vechicles

I think uber
can improve
to increase
their weekly
active riders.

uber offers
incentives and
discounts to attracts
new customers and
retain existing ones.

impulse buying
when customers
actually do not
have an idea
what they want to
buy.

There is still
a concern
that they
may get lost.

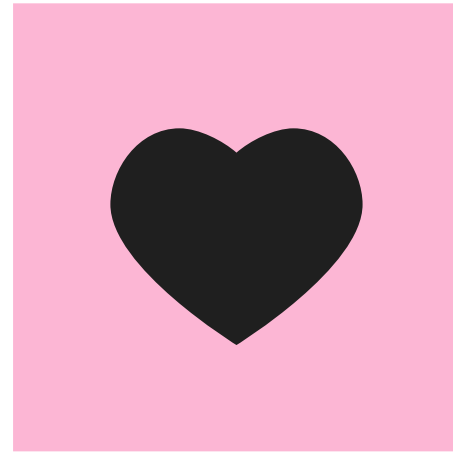
getting late
to work or
missing an
appointment.

the driver is
so talktive
driver.



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?