

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

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



Choice of vehicle can be made(bike, auto or cab)

Credibility in reaching the destination in the estimated time as drivers are informed about density of road traffic, traffic jam and disruptions if any.

Uber has revolutionized the way we travel.

Uber rides are safe as your trip states can be shared with near and dear ones

Uber fares are cheap compared to other private aggregators

Persona's name

Short summary of the persona

When a ride is requested, Uber allocates the nearest driver with the estimated time of arrival and reaching the destination

Information about the driver and vehicle details are provided to the user

Gives 24/7 service

Happydiscounts for regular users are given

Comfortablevarious modes of payment are accepted

Cost effective as

Uber allows multiple

stops so that two or

more friends

travelling on the

same route can

share the trip

Provides OTP to start the trip.This enables to start the trip only at the pick up point

Gives reliable doorstep pickup or pickup at any location based on GPS tracker

Provides both intercity and within city rides

Has expanded of food and grocery

Secure-trips can be scheduled for the given date and time

Allows third person to book a trip for you. If you do not know to use the app

Safe during late night trips-As panic and emergence buttons are provided

Allows more Credibilityinto the arena than one both driver one trip at a and the rider time can give delivery mutual ratings.

Confident-even if an item is forgotten in the vehicle there is an assurance of getting the lost one back



Does

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





