

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 status 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

Secure-trips

can be

scheduled for

the given

date and time

Comfortablevarious modes of payment are accepted

Safe during late

night trips-As

panic and

emergence

buttons are

provided

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

Allows more than one one trip at a time

Does

Has expanded into the arena of food and grocery delivery

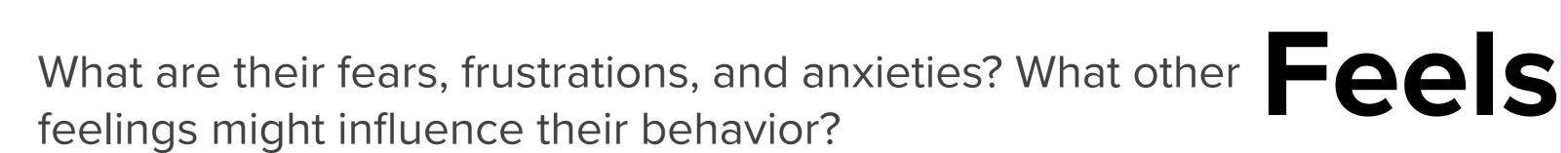
Credibilityboth driver and the rider can give

mutual ratings.

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

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





Allows third

person to book a

trip for you. If you

do not know to

use the app

