



Says

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

we have
conflicting
feelings
about uber

it wonderfully
restructures the taxi
process but its also a
kind of evil
unstoppable force
that taking over the
world

we know they dont
really support their
drivers and they
have a long
history of shady
business practice



Thinks

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

its a great travel
from one place
to another
especially long
distance

if you compare
uber prices
with other local
options uber
will be better

uber accepts
various types
of payment
options



Persona's name
UBER

the secretive
ride halting
giant uber rarely
discusses internal
matters in public

we have
underinvested in
the driver
experience a
senior official said

uber helps
solve
fundamental
problem by using
psychological
inducements

most uber
users don't
know their
ratings

uber drivers
just as they are
allowed to rate
drivers after
trip

you could call their
feelings uber
anxiety the fear that
the world's biggest
car services is
quietly judging you



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?

See an example