



Says

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

SAYS

All of this data is stored and leveraged to predict supply and demand ,as weii as fares .uber also looks at how transportation is handled across cities and tries to adjust for bottlenecks and other common issues.

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

Thinks



THINKS

Uber is a ride-hailing company that relies heavily on data science and analysis to support its day-day operation and provide hassie free rides and delivers to customer.



Persona’s name

Short summary of the persona

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

DOES

The growing no safety issues concerning the passenger and drives has led uber to be under constant scrutiny .safety is a key issue for consumers .

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

FEELS

Users booking uber rides for pick up have a high waiting time of arrival of the cab and end up not booking the ride .this data can also be benchmarked with the data of airports which have a comparable number of pickups and drops to the airport .

Feels



Does