



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?

Fast trips
anytime,almost
anywhere

Avoid the
cost of owing
a personal
vehicle

The drivers
should keep
punctuality

Transparency

speed and
convenience

Time
management
and safety



Persona's name
Short summary of
the persona

Reliable
quality

Door-to-door
convenience

Get fast and
safest ride
at affordable
cost

Sexual
assault is a
legitimate
fear

Getting lost
or arriving
late

The status
of drivers
must be
good



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?