

## 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?

increase ridership

riders to sign up for

uber subscription

packages and, as a

LTV per rider.

byproduct, increase

by encouraging



multinational transportation network company that operates a ride\_hailing platform.

increase weekly active riders and monthly active riders.

Taxi charges fare and the tip,but with uber everything is included in the price you pay

increase rides planning by syncing google calendar,and offer"discount"on favorited locations. **1** 

## Persona's name

Short summary of the persona

uber plans to have its U.S. fleet and all drivers go electric by 2030 or be taken off the platform.

achieving profitability on a free cash flow basis rather than adjusted earnings interest,taxes,depreciation, and amortization.

today, 93 million customers use the uber platform.

we reimagine the way the world moves for the better.

referral and loyalty discounted fares, promotional codes, and partnerships with other brands

uber is

cheaper

than any

rides.

other type of

network effects and a data advantage make up ubers economic moat.

taxi charges fare

and the tip, but with

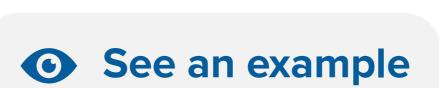
uber everything is

you pay.

included in the price

## 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?

