



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?



Persona's name  
Short summary of the persona

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

increase weekly active riders and monthly active riders.

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

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

increase ridership by encouraging riders to sign up for uber subscription packages and, as a byproduct, increase LTV per rider.

uber is cheaper than any other type of rides.

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

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 before 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 programs, discounted fares, promotional codes, and partnerships with other brands.

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



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?