

## Says

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

Uber is multinational transportation network company

Trips can be analyzed based on geographic regions or specific cities to identify areas with higher demand.

It was founded in 2009 by Garrett Camp and Travis Kalanick and is based in San Francisco, California.



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



How far can an Uber take you?

What type of Uber of best?

How do I ask Uber driver?



## Persona's name

Short summary of the persona

Ubers links
passengers
with drivers
using the
Uber app

Uber is the leading global ride share app

10,500 cites worldwide use Uber

ride app

## Does

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

It is great to travel from one to another especially long distance

Uber prices
with other local
options uber
will be cheap
and safe

Uber accepts various types of payment option

## Feels

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



