



Says

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

With my experience, however, the GPS had an issue detecting my location, and I had to manually enter the address. I'm assured by the good people at Uber that this was a known issue and will be rectified easily.

The app is incredibly simple. A map automatically pinpoints your location based on your smartphone's GPS, or if you know you are moving, or that's not 100 per cent correct you can define it yourself. We are thoroughly impressed with the Uber app, drive, and whole experience.

The car was clean; it was a 2008 E-Class Mercedes, Francesk was friendly, and the price very reasonable considering what we did and asked for. A black cab would have cost a mortgage payment.



Thinks

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

You can book an Uber for other people and you also get an option where you can pay for them or let them pay themselves. So, its really helpful.

Uber accepts various types of payment option. You can schedule an Uber in advance like Cash, Credit/Debit card, Paytm.

Uber gives discount to regular users. If you have booked an Uber 2–3 times, you'll start getting their messages in which they'll give you discount codes to redeem on your rides.



Persona's name

Short summary of the persona

The app is often praised for saving time compared to traditional taxi services, as it provides real-time tracking and quicker response times.

Safety concerns have been raised, including incidents involving drivers or passengers. Uber has implemented safety features and initiatives to address these concerns.

Many users find the Uber app convenient for easily hailing rides whenever they need transportation.



Does

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

The app allows users to add payment methods (credit/debit cards, PayPal, etc.) and provides a cashless payment system. Payments are automatically deducted from the chosen payment method after each ride.

After each trip, both riders and drivers have the option to rate and review each other, which helps maintain accountability and improve the overall experience

Users can request rides from nearby drivers using the app. They enter their destination, see fare estimates, and can track the driver's arrival in real-time.



Feels

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