

Says

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



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



MOVE THE WAY YOU WANT

UBER SAFE RIDES,SAFER CITIES UBER EVERYONE PRIVATE DRIVERS EARN
MONEY BY
DRIVING OR
GET A RIDE

THINK
LOCAL TO
EXPAND
GLOBAL

YOU CAN BOOK AN UBER THROUGH SMS SOON





Persona's name

DEEPA.N KAVIYA.R KAVIYA.V KEERTHANA.S

> NO SICK PAY

PEACE OF
MIND IS
DESIGNED
INTO A
EXPERIENCE

COMPARE
PRACES ON
EVERY KIND
OF RIDE

A RIDE AT
ANY TIME
AND ANY DAY
OF THE YEAR

FEAR OF INCOME LOSS

NO JOB SECURITY IN COVID TIME



Does

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



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



