

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?



Thinks

WHETHER
UBER WILL
ALSO BE
AVAILABLE AT
MIDNIGHT?

UBER
CUSTOMERS
TYPICALLY GET
WHERE THEY
ARE GOING
SAFELY.

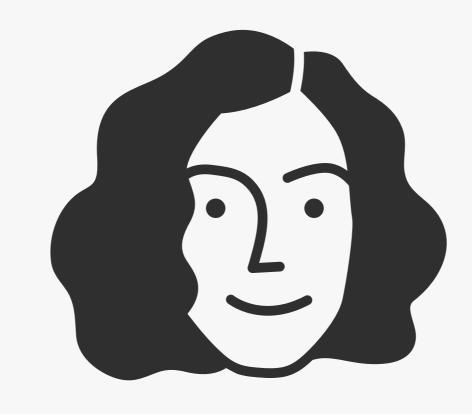
DOOR TO
DOOR
CONVENIENCE

BUDJET

FRIENDLY

IS IT MORE
COMFORT FOR
PHYSICALLY
IMBALANCED
PEOPLES TO
TRAVEL?

HOW LONG
UBER IS
SECURE TO
TRAVEL FOR
PEOPLE?



Persona's name

Short summary of the persona

AVOID
LONG
DELAY TO
PICKUP.

DRIVERS TO
EARN AS PER
THEIR OWN
SCHEDULE.

COMFORTABLE
AND SPACIOUS.

PANIC
ABOUT
SAFETY.

EASY TO
BOOKING.

FASTER
AND
CHEAPER.

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?



