

"i want a safe and peaceful travels"

"i want the driver to pick me up as soon as possible"

"I want the best Route without traffic to get home "

Thinks about how fast he can get the service.

Thinks about how fast he can get to his desired destination.

Thinks about low cost for the service.



Persona's name

Consumer of the uber service

Research about reviews and ratings of the service provided by the reviewers.

Research about his travel's distance and maximum time for

Asks a friend about how efficient is to travel using this service

Feels anxious if the service is not available at right time.

Feels distressed if the car breaks down in the middle of the travel

Feels
pleasant if
the travel is
smooth

Feels

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?



