



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



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



Persona's name
USER

Uber
must be safe and
convenience.

Available any
time.

Reliable
quality.

Cheaper
then other
servies ?

more
sequer ?

Availability
of female
drivers ?

Check
drivers
rating.

Safe even in late
night.

Check the
availability of
service when
needed.

Check the
availability of
comfortable
vehicle.

Drivers should be
experienced and
reliable.

Friendly drivers and
aggressive expansion
strategg.



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



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