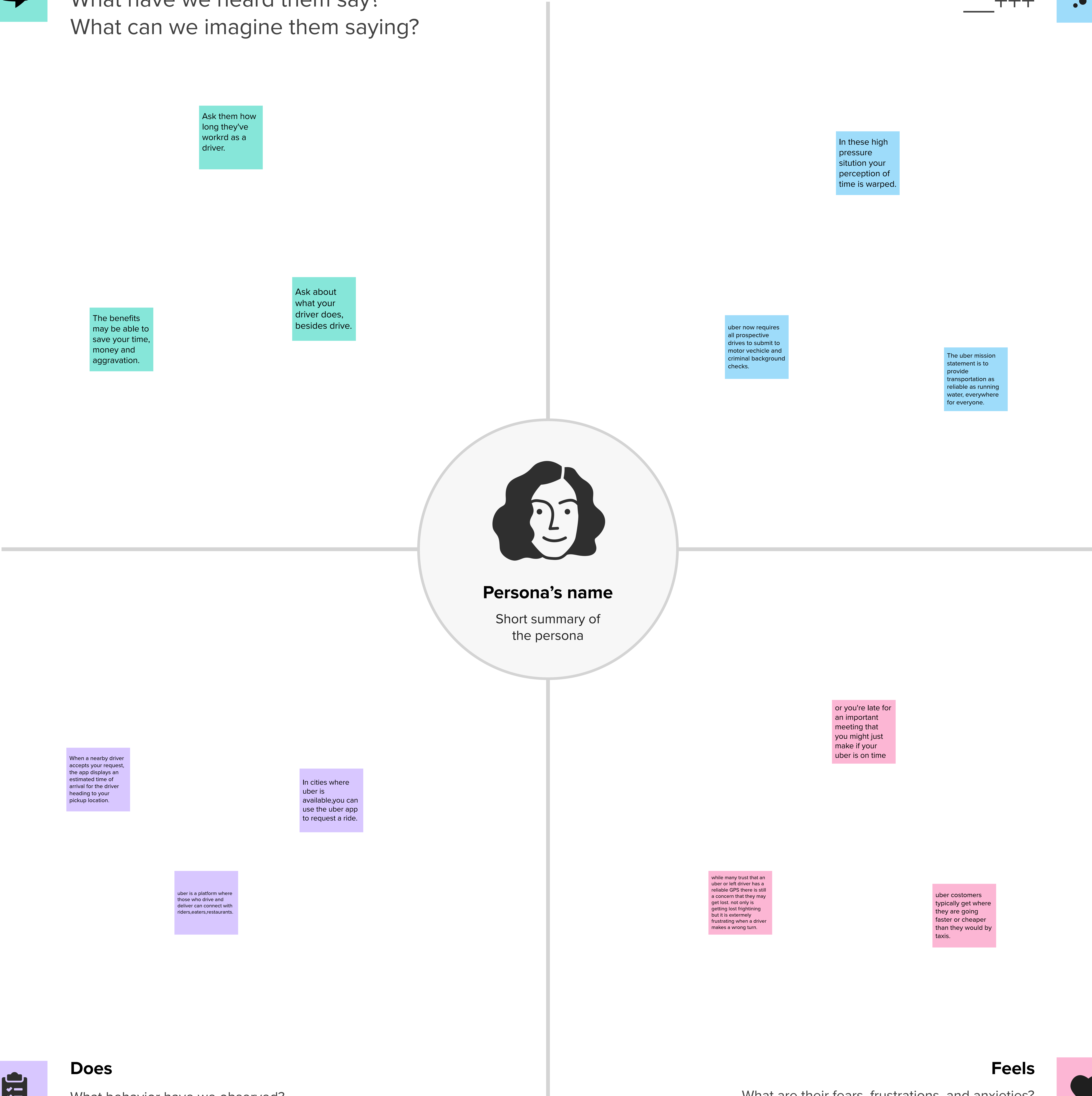




Says

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

Thinks
____+++



Ask them how long they've workrd as a driver.


In these high pressure sitution your perception of time is warped.

The benefits may be able to save your time, money and aggravation.

Ask about what your driver does, besides drive.

uber now requires all prospective drives to submit to motor vechicle and criminal background checks.

The uber mission statement is to provide transportation as reliable as running water, everywhere for everyone.



Persona's name
Short summary of the persona

When a nearby driver accepts your request, the app displays an estimated time of arrival for the driver heading to your pickup location.

In cities where uber is available,you can use the uber app to request a ride.

or you're late for an important meeting that you might just make if your uber is on time

uber is a platform where those who drive and deliver can connect with riders,eaters,restaurants.

while many trust that an uber or left driver has a reliable GPS there is still a concern that they may get lost.not only is getting lost frightening but it is extremely frustrating when a driver makes a wrong turn.

uber costomers typically get where they are going faster or cheaper than they would by taxis.



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?

