

Persona1:

Keith Clay

Seventeen year old Keith is a senior highschool student in Canada who works part-time as a merchandiser as his family is struggling financially. He works 28 hours a week, lives with his mother and sister, and goes to the gym three days a week to be physically healthy and active due to his busy schedule. Keith is taking six courses in his senior year: Advanced Functions, Calculus, Physics, Chemistry, English, and Computer Science. He is applying to universities for a Computer Engineering program.

Every morning he wakes up at 7:00am after his alarm goes off and checks the weather as it fluctuates in the place he lives. In his free time, he plays video games for about four hours straight as his mind is in the zone. He has a small group of five close friends and occasionally goes out with them to different restaurants and try some new food. Every month he gets his mother and sister a gift after he gets his second paycheck.

He regularly uses Uber or Lyft that takes him to his school and workplace. These platforms cost him half of his earnings as he has to commute to school and to work since he does not own a car. Sometimes one of his five friends, Kyle, gives him a ride to school but he feels that he is asking too much of a favour which may affect their friendship.

Persona2:

Forty-two year old Karanpreet Singh is a father of two children who works as a sales manager. He moved to Canada from India and bought a house on mortgage two years later. He has a smoking addiction and his wife keeps telling him to stop as it is injurious to his health. Karanpreet loves butter chicken biryani that his wife cooks for him and his kids and has that twice a week and does not get bored of it.

He owns two cars, one that is 20 years old which he bought second hand and another one which is less than 3 years old which he financed. His commute is an hour away from his house so he prefers taking his old car so that his new car does not have a lot of mileage on it. Additionally, he also drops his 10 year old son and 8 year old daughter to school on the way to his work.

Over the years, he has been motivated to make as much money as he can. He decided to rent out his basement for extra income and registered as an Uber driver and in his free time he uses his new car and drives Uber to make some more money. He believes he should use every available hour to make money.

Persona3:

Emily Nguyen is an Operations Manager for a ride-hailing platform and lives in Toronto with her husband and young son. She has over a decade of experience in customer support and management and is involved in day-to-day activity on the platform to make life easier for the drivers and passengers using the platforms. It will involve monitoring metrics of the time spent waiting for rides or drivers who can accept rides, reviewing customer feedback to ascertain patterns, and working with teams both in tech and support on implementing any improvements in features or issues.

Emily goes out of her way to resolve conflicts and maintain the integrity of the platform. This often involves having tough conversations with a driver or a passenger. Emily relies on accessible, real-time data to drive insights into the issues at hand. With safety and compliance top of mind, she updates protocols on a consistent basis and meets driver standards, which sometimes means tough decisions around deactivation.

What Emily essentially needs is a very intuitive, at-a-glance dashboard-one that provides her with an overview of key metrics, trending feedback, and compliance checks. Accessibility through mobile platforms would go a long way to help her address urgent matters while out of the office. Her persona really brings across the demand for tools to actually let her manage the platform efficiently, while she balances life between work and family.