



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?



User

Short summary of the persona



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?

To order an uber to your exact location,you simply need to say three words and you never have to worry again

A transportation company with an app that allows passengers to hail a ride and drivers to charge fares and get paid.

Door-to-door convenience,safety,and reliable quality.

Uber without internet allows you to order uber cab when you have no internet connection.

Uber customers typically get where they are going faster or cheaper then they would by taxis

To provide transportation as reliable as running water,everywhere,for everyone.

Provides ride-hailing services,food delivery,and frieght transport.

street traffic data,GPS data and its own algorithm.

Removes address information from the driver's app after your trip ends.

Inability to align expectations and predictions with its marketing strategies.

Competition from other ride-hailing services.

The main entry barrier in this cases of uber is licensing.