

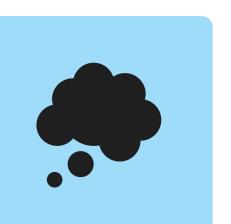
Says

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?



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

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

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 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.



Use

Short summary of the persona

Inability to align expectations and predictions with its marketing strategies.

Provides ridehailing services,food delivery,and frieght transport.

street traffic data,GPS data and its own algorithm.

Competition from other ride-hailing services.

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



Does

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

Removes address

information from

the driver's app

after your trip



Feels

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

