



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?

Uber car
transportation
and food
delivery
mobile apps.

Operating in
570 cities
worldwide.

Headquarters
in San
Francisco
,USA.

Founded in
2009 by
Garrett Camp
and Travis
Kalanick(CEO).

Revenue :
20 billion
USD (2016).

Number of
employees:
6700.



Persona's name
S.Lokeshwari
A. Malavika
B. Malliga
M. Mamtha

Follows
dynamic
pricing.

International
expansion in
2011.

Provides services as
UBERX,
UBERPOOL,UBERLUX,
UBERGO, UBEREATS,
UBERRUSH.

Self driving
car and
helicopter
service.

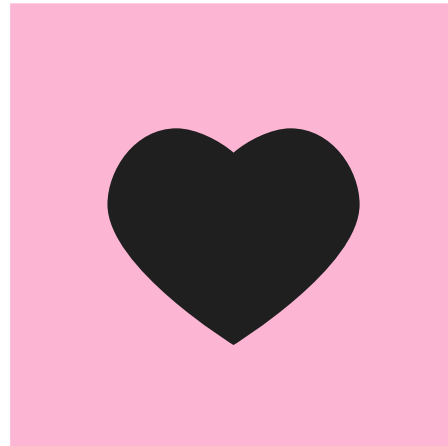
Launched
their services
in Indoa in the
year 2013.

Variation in
service.



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?