

Define - User profiles

Generally all the below data has to be collected by doing qualitative and quantitative data gathering methods, and then have to derive a pattern and ultimately use this data to understand the mental model of the users, By using all the below data we can create personas for every profile and we can also create empathy map to dive deep into the emotional part of the users

But as the assignment describes quite deep enough information to create a persona i am assuming the below data would be an average all the users sample *



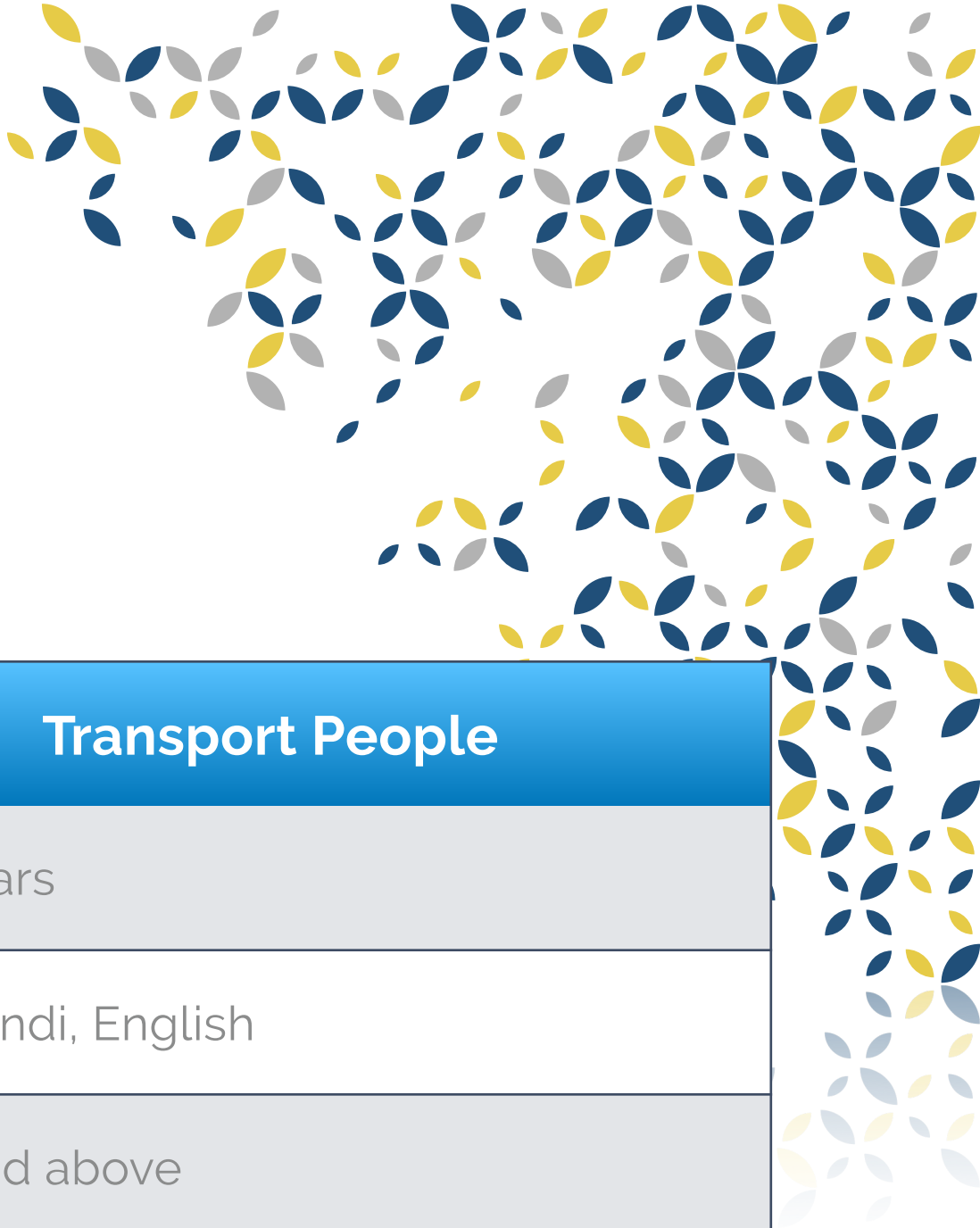
**Transport
People**



Cab Drivers



Citizens



Define - Persona

Chracterisitc	Citizens	Cab Driver	Transport People
Age	28 - 55 Years	22 - 55 Years	21 - 59 Years
Language	English, Hindi, Telugu	Telugu, Hindi	Telugu, Hindi, English
General Education	Under Graduation and above	Intermediate and above	UG, PG and above
General Computer and Mobile Experience	Familiar with Web and Mobiles	Familiar with mobile, whatsapp etc	Pro in both mobile and Computer usage
Expectations	Simple process for managing Cab Trips	Better display of location and time of trips of employees	Log Free Cab travel and ease of use through mobie
Location of Work	Office Area	All over the City	Omnipresent - in Phone
Geography	Hyderabad, India	Hyderabad, India	Hyderabad, India
Workspace Conditions	Noisy	Noisy and Pressurised	Can't Predict
Lighting Conditions	Good, Well Lit	Bad lighting	Can't Predict
Device an Software Used	Desktops ors Laptops (Web App)	Mobile App	Mobile App & Web