



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?

Persona's name

Short summary of the persona

others may voice concerns about changes in the platforms policies such as fare reductions or commision rates.

some uber drivers may express satisfaction with the flexibility of their work schedule.

some drivers may discuss strategies to maximize their earnings or way to providebetter service to passengers.

This analysis can help indentify peak hours or days of high demand.

Optimise driver availability during those times.

Uber drivers decide where to focus their during efforts for maximum efficiency and profitability is the other thoughts of them.

Many uber drivers tend to be punctual and responsive when accepting ride requests.

They often maintain a professional demeanor and safe ride experience.

Some drivers may go above and beyond by offering amenities like wates or phone charges to enhance passengers satisfaction.

They get fear about the passengers.

They also get fear about their threatening.

They can also think about the passengers satisfactyon about the ride.



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?