



Says

I need ride to the road.

Positive feedback from the friends who have used Uber.

They providing offerings free rides and discount to first time users.



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

I hope the driver arrives quickly and knows the best route.

What are the customers explicit statements and what might they be thinking internally? This can include there desires, frustrations, or needs.

Uber increase price in different occasions. Uber uses automatated systems to increase prices based on supply and demand.



Persona's name

Short summary of the persona

Opens the Uber app and enters the destination.

Requests a ride and watches the drivers progress on the app.

Rates the driver and leaves feedback after the ride.

Excited about the upcoming trip but slightly anxious about being late.

What emotions or feelings does the customer experience when using Uber? This could range from convenience and satisfaction to frustration or anxiety.

What does the customer see when they interact with Uber? This might include the app interface,drivers, vehicles or promotional materials.



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?