

USER PERSONAS



Sama Talaat

GOALS

Get to Work
safely and quickly

Have a simple and
smooth booking
experience

Use a ride app
that's affordable on
a daily basis

Avoid public transport
and unreliable option

LOOKING FOR

Easy-to-use app
with accurate
location

Offers or student-
friendly discounts

Ability to
compare
prices with
other apps

FRUSTRATIONS

Same trip =
different prices
for different users

No group ride
feature for
friends going to
the same place

Surge pricing
when many people
request at once

WANTS TO IMPROVE

Group Ride" or
"Split Trip" option

Real-time explanation
of why prices are
high

Student packages
or weekly ride
bundles

QUOTE

"I like Uber because it's easy and
always accurate,
but I just want the price to make
sense — especially when I'm not
the only one going."



Al-shaimaa Omar

GOALS

Use Uber frequently
and comfortably

Find subscription
options to save money
as a regular user

Enjoy premium service
and smooth rides

LOOKING FOR

Consistent
availability of
drivers

Student/loyalty-
based ride bundles
or offers

FRUSTRATIONS

Sometimes no
captains are
available nearby

In new areas,
drivers are often
unavailable

WANTS TO IMPROVE

"Student Subscription"
or "Unlimited Rides"
plan

Expansion of
driver network in
new locations

Guarantee of captain
availability in busy
times

QUOTE

"I use Uber a lot, and the app is great
clean and simple.
But I hate when I wait 10 minutes then get
canceled, or can't find a captain in a new
area. I wish there was a student plan I'd
totally subscribe."



Mahmoud Ahmed

GOALS

Have a quiet,
peaceful ride

Get to his
destination quickly
and smoothly

Use a reliable and
professional app

LOOKING FOR

A sense of safety
and privacy inside
the car

Simple, smooth ride
without noise or
awkwardness

Fast response and
quick pickup

FRUSTRATIONS

Price is not fixed
varies too much
compared to
inDrive

Lack of safety
features like in-car
audio/video
monitoring

Sometimes drivers
talk too much or
don't give space

WANTS TO IMPROVE

Add a feature to
record audio or
motion inside the
car (for safety,
especially for solo
female riders)

Offer more price
transparency and
control

Let users choose
ride "mood" (Quiet
/ Talkative / Music)

QUOTE

"Uber is fast and the rides are smooth.
But the pricing isn't as clear as inDrive.
Also, I think there should be an option to
record sound or motion inside the car —
especially for girls riding alone. It adds a
safety layer