

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 is a ridesharing company that hires independent contractors as drivers .

Uber customers typically get where they are going faster and cheeper than they would by taxis.

Lot of people prefer Uber because it eliminates the question on price.

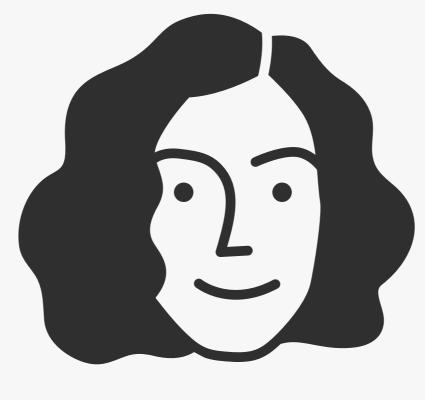
Uber needs to increase rideship and increase revenue.

Uber is a great app, that is created while thinking about thinking about it's users .

Partygoers can rely on being able to find available uber drivers through their apps late at night.

Customers want better expriences all the time.they like speed,convenience and transparency.

Uber's advantages include door-to-door convenience, safety and reliable.



Persona's name

Short summary of the persona

Having discussion about the topic with team members.

Sharing my ideas with team members.

They feel uncomfortable having to socialise with the driver.

Consumers felt they were in a peer-to-peer relationship with the driver.

Collecting ideas about the topic in internet.

After collecting points make it into templates.

Uber is considered safe for riders and is a modern, convinient way to get from one place to another quickly.

This led to a comforting sense of financial and physical security.

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?

