



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?

This information can be used by Uber to optimize their driver routes


This insides is important for Uber to efficiently allocate their drivers during these peak times

This analysis can help identify peak hours or days of high demands and optimize driver availability those times

This Uber help can maximize

This Uber earning more molncreasing the passengers seatsney and less time

This Uber app is in people’s hands



Persona’s name

Short summary of the persona

reduce wait time for user

Uber can identify areas with high demand and low availability of driver

That drivers are not wasting times and fuel on longer trips that are less profitable

Increasing the passengers seats

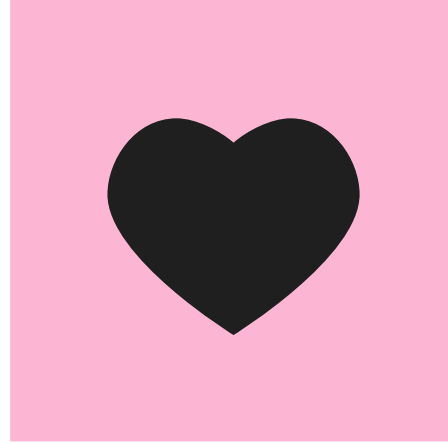
This information can be used to optimize driver allocation

Uber can indentify patterns and trends that can help optimize pricing decision



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?