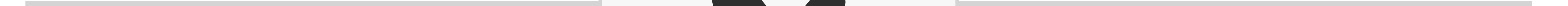





Says
What have we heard them say?
What can we imagine them saying?



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





Persona's name

Short summary of the persona

time management
as the uber is punctual

encourage users to travel via uber

ensue their safety and friendly environment

fair pricing system

high quality services

tracle on the go anywhere anytime

people prefer uber more than other transport

as more people knew about more people can acknowledge it

it increase the economy

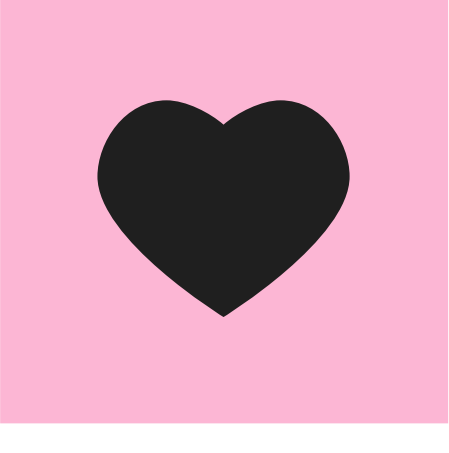
convenient and cheap

reliable and trust

professional services



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?