



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



Persona's name

Short summary of the persona

They may say that Uber is more convenient

Their hope is to acheive the goal within the time limit

All they want is a satisfactory working environment

Their dream is to have a good reputation at their working field and among the customers too.

They think Uber is more likely to be a good choice when it's comes to safety

They think Uber is afordable

Their anxiety is maybe about their ratings of service given by the customers.

They may be fruestrated against the customers behaviour

They may have fear about that the new technologies affecting their profesion

If the service are good, they prefer that more often

The satisfaction of the customer is must.

The good database will help you to make the right decitions at times