

Says

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

Thinks

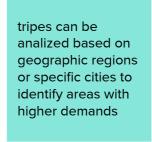
What are their wants, needs, hopes, and dreams?

What other thoughts might influence their behavior?



uber rides with details, like, starttime, end time, location, miles, category.

this analysis can help uber drives where to focus their driving efforts for maximum efficiency and profitiability



uber is say as you get all the information about ur driver and ur uber

uber accepts various types of payment option

if you compare uber prices with other local options uber will be cheap and safe



Short summary of the persona

alone passengers to hail a ride and drivers to charge fares and get paid

a platform where those who driver and deliver can connect with riders eaters and restaurants

uber allows you to pay ur fair in cash door to door conviencese safety and reliable quality.

typically get
where they are
going faster or
cheaper then
they would by
lates

we biuld world,and line locally



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?

