



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

uber rides with details like start time, end time, location, miles, category

this analysis can help uber drivers decide to focus their driving efforts for maximum efficiency and profitability

trips can be analyzed based on geographic regions or specific cities to identify areas with higher demands

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

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 conviences 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?