

## Says

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

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



Provide delievers to healthcare workers

Going faster and cheaper than taxis

Safer and flexible

Uber works internationally

Drivers
accepts
credit cards

Access for all age groups

**Thinks** 



Persona's name

Short summary of the persona

Languages problem

Dependence on drivers

Poor transportation infrastructure

Give an identity card for identification

Low wages for uber drivers

Not available for all the location in rural areas

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?

