



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

"I've heard people discuss the potential benefits of combining work and exploration

"I find the Uber Expeditionary program intriguing and want to learn more."

I heard someone mention the unique travel opportunities that Uber offers."

"I've been talking to colleagues about the challenges of remote work while traveling."

Wants an enriching work experience that blends travel and professional growth

Needs a clear understanding of how the Uber Expeditionary program operates.

Dreams of discovering new places and cultures while maintaining a successful career.

Considers the balance between work responsibilities and travel logistics.

Researches information about the destinations and experiences offered by the program.

Attends company presentations and webinars related to Uber Expeditionary.

Evaluates the practicality of participating in the program based on their current work role.

Engages in discussions with colleagues to gauge their interest in participating

Attends company presentations and webinars related to Uber Expeditionary.

Frustrated by potential challenges related to time zone differences and connectivity.

Concerned about the eligibility criteria and selection process for the program.

Anxious about the impact of travel on work productivity and deliverables.



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?