



Persona type **uber user**

Name **Haley**

Age **32**

Location **New York, NY**

Technical comfort **high**

Job Title **Art Director**

 Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- **Married, Female** In charge of visual aspects of an advertising company
- Lived in new york city for over 6 years
- Social and likes to go out on weekends

Motivations

How have they found or heard about the website/service? Why would they be interested?

- **Very involved with the newest trends**
- Wants to use different transportation
- Heard from coworkers and friends about Uber

Goals

What do they want to get out of this service? What are they aiming to achieve?

- **Guarenteed and safe Ride**
- **Direct drop off to destination**
- **Affordable rides**
- **Able to stay out late with friends and being able to get a ride**
- **Aiming to save money to be able to by a bigger place with husband**

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- **Might have to meet driver at destination for pick up**
- Takes time to connect to driver
- adding credit card to app before ride

Quote

We'll know we've done a good job when this persona tells us

“

Uber is my first choice of transportation around the city

”

orangebus.