



Persona type

Name David

Age 40

Location Long Island

Technical comfort Medium

Job Title Accountant

Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- Accountant in NYC income is about 100,000
- Married Travels to meet with clients
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Motivations

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

- To meet with clients
- To get to or home from the train
- saves money from parking at the train
- Found out from coworkers

Goals

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

- Saving money
- Easy transportation
- Clean and direct ride
- cut down time on commute
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Barriers

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

- Doesnt want to wait for a ride
- Tech glitches
- Youre cellaur device is on low battery
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Quote

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

“

Uber is quick and easy to navigate and makes my day easier

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