ASSET Persona - Social Sarah



- Feels unsafe waiting for a ride in the part of town she's in
- Thinks about wanting to go home and rest
- Feels responsible for getting her friends home safely
- Thinks that it's safer to ride-share after partying than drive
- Feels nervous that her peers might be driving instead of ride-sharing

Think & Feel Hears her friends rave about Sees strangers walking on the different ride-sharing apps street late at night Hears about how the app is becoming Social Sees streetlights more popular on her campus Hear See Sarah Sees some people trying to drive Hears a loud party behind her • Sees the inside of the car • Hears her driver's music in the car Sees her apartment • Hears horns honking and traffic noises throughtout the town Say & Do

- Says she wants to book rides affordably and safely
 Fumbles with her phone because she's tipsy
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- Goes home to her apartment with her roommates
- Says that she's glad there are ride-sharing apps that make sure she's safe

Pain

- Had a bad experience with a different ridesharing app and is a little leery
- Thinks cabs are outdated and expensive
- Annoyed that the ride costs more at night due to a lower supply of drivers
- Has trouble typing because she's tipsy

Gain

- Happy to be home safely
- Kept her fare under \$5
- Enjoyed talking to her driver about his night so far
- Had a pleasant experience interacting with her driver, unlike the time it didn't go as well
- Feels like a good friend for getting her roommates home safely