

**User Persona Assignment
Uber App**

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Background: Uber is a ride-hailing company that operates through the Uber app. People use the app to submit a trip request, which goes alerts nearby Uber drivers to pick you up. From there, the app determines the best route to get you to the chosen destination. The fare and times are already determined, so customers already know exactly what they're getting, and so do the drivers (Tillman & O' Boyle, 2019).

It has proven to be a primary transportation tool for many Toronto residents in recent years.

Research: In 2015, Ipsos Reid (in collaboration with the City of Toronto) gathered research that compared the use of Uber in Toronto, vs. that Cab services, in an effort to understand the needs of customers in the city. The data and stats used in this report will be from that study/document.

Demographics (Toronto)

Here is a full list of Toronto's demographics below (Ipsos Public Affairs, 2015, p.87):

DEMOGRAPHICS

Ipsos Reid

Gender	
Male	47%
Female	53%
Age	
18 - 24	11%
25 - 34	19%
35 - 44	18%
45 - 54	19%
55 - 64	14%
65+	18%
Education	
Grade school or some high school	2%
Complete high school	13%
Complete technical or trade school/Community college	15%
Some community college or university, but did not finish	15%
Complete university degree, such as a Bachelor's	41%
Post-graduate degree, such as a Master's or Ph.D.	14%
Employment Status	
Working full-time	45%
Working part-time	8%
Self-employed	9%
Currently unemployed	5%
Student	8%
Retired	20%
Homemaker	4%
Other	1%

Income	
Under \$20,000	8%
\$20,000 to under \$40,000	13%
\$40,000 to under \$60,000	19%
\$60,000 to under \$80,000	18%
\$80,000 to under \$100,000	15%
\$100,000 to under \$120,000	11%
\$120,000 to under \$140,000	5%
\$140,000 or more	11%
Household Number	
One	24%
Two	36%
Three	18%
Four	15%
Five or more	7%
Born in Canada	
Yes	72%
No	28%
City of Toronto Residency	
Less than 1 year	1%
1 to just under 5 years	6%
5 to just under 10 years	9%
10 to just under 20 years	17%
20 years or more	68%

Here are the demographics of those who use the Uber App in the City of Toronto (Ispos Public Affairs, 2015, p.44):

UberX Users	
<u>Gender</u>	
• Females: 47%	• Males: 53%
<u>Age</u>	
• 18-24: 18%	• 45-54: 8%
• 25-34: 47%	• 55-64: 3%
• 35-44: 21%	• 65+: 5%
Average age of users: 33 years old	Average income: \$80,000
UberTaxi	
<u>Gender</u>	
• Males: 52%	• Females: 48%
<u>Age</u>	
• 18-24: 14%	• 45-54: 11%
• 25-34: 41%	• 55-64: 2%
• 35-44: 28%	• 65+: 5%
Average Age of Users: 36 years	Average Income: \$78,000

Additional Research

65% of people were satisfied with Uber. This far better than the 38% of people satisfied with public transit (Ispos Public Affairs, 2015, p.67).

Reasons for using Uber (Ispos Public Affairs, 2015, p.70):

- Convenience, ease of use, flexibility of drivers, no need to tip
- Ability to request through the app, cheaper than taxis
- Easy to use, good customer service
- Fares are sometimes half of what cabs charge, cars are clean
- When I order I car, I know where it is, I know who the driver is, I know when it will arrive. I can pay seamlessly. The cars are owner-operated and impeccably clean and run by people who WANT to be driving, not who HAVE to because it's their job."

Key Summaries/Facts about Each Subgroup (Ispos Public Affairs, 2015, p.90):

- Younger people are more likely to be familiar with Uber, older residents are more familiar with limos

- Residents 18-34 are most likely to use public transit, taxis or Uber and to do so more frequently than older residents.
- Among those who haven't taken a taxi in the past year, 35-54-year-olds are more likely to do so in the future, while those 55+ are less likely mostly because they have other preferred means/ own a car. Older residents are also less likely to take Uber in the future and to say it's because they prefer licensed/ insured taxis or don't have a smartphone.
- Females residents use transit more frequently than males, while male residents are more likely to use UberBlack, XL, Select or Pool services
- Female Uber users are more likely to report using the service more often than they did a year ago and to cite cost as the main reason they use Uber. Males place greater importance on being able to ride in a personal vehicle

Reasons for Driving with Uber (Ispos Public Affairs, 2015, p.25):

Earn Supplementary Income

- Many Uber drivers spoken to also have other full-time jobs. They are using driving for Uber as a supplement to their existing income. This was the most common reason to become an Uber driver.
- The cost of living in Toronto and the insufficient wages earned were cited as reasons to seek a supplementary income.

Flexible Work Hours

- Having the ability to supplement income with hours that are completely under their control and according to their schedule was very compelling for Uber drivers.

Brainstorming of Target Audience

A list was compiled of the kinds of people who might use the Uber app:

- Drivers (people looking for an extra revenue stream, more flexible job)
- Post-Secondary Students
- Millennials
- Party-goers
- Young-Professionals
- People who work in the city
- Budget-Focused people
- People who don't like to use public transit/ like to get to places quicker
- Tech-savvy people/people more familiar with apps

Top 3 Audience Shortlist

Based on all the findings above, I decided to average out the findings of users of UberX and UberTaxi, and compare that to the demographics of the City of Toronto as a whole to

determine if there were any consistencies. Here's what I narrowed it down to (in order of primary, secondary, and tertiary audiences):

1. Working Millennials
2. Young Adults/Professionals
3. Uber Drivers

The vast majority of Uber's users come from the 25-34-year-old demographic, which also happens to be one of the largest groups of people in Toronto. The next largest group of Uber users was the 35-44-year-old demographic, which is also the second largest group of people in Toronto after the 25-34 and 45-54-year-old categories (19% each). This age range of key groups happens to cover almost the entire "Millennials" demographic (aged 23-38 as of 2019) (Dimock, 2019).

Some older residents are not as familiar with smartphones/apps, so it did not make sense to include them in the target demographics.

Additionally, 41% of Toronto residents have some sort of post-secondary accreditation, and 45% of residents work full-time (Ispos Public Affairs, 2015, p.44). The average incomes of those using UberX and UberTaxi were \$80,000 and \$78,000 respectively, although chosen fields/current occupations were not specified (Ispos Public Affairs, 2015, p.44).

Although one could argue that the first two groups could be grouped together, it's important to note that while some people have post-secondary credits to their name, not all of them are necessarily working in their chosen careers/would identify as "professionals". It is also important to note that the average age of UberX and UberTaxi users were 33 and 36 respectively, which for some might be out of the "young adult" category (Ispos Public Affairs, 2015, p.44). Given the relatively high average income of users however, it was important to consider educational background and some degree of career status, as they can go hand in hand.

Gender wasn't specified here, as the use between genders was fairly even. Marital status, race and familial status also didn't weren't prioritized as this is an app that is accessible by any one, regardless of classification in these areas.

Many people who work full time or live in the city have taken Uber as a way to earn extra income, or as a full-time job, and they are heavy users of the app (as they need this in order to be Uber drivers). There are much more people who use the app as customers as opposed to drivers, however, so drivers cannot be the primary audience of this app.

These categories felt best suited to cover people's needs and potential uses of the app (ex. Getting to work, commuting, getting to and from parties/events) without excluding too much.

User Profile (Primary Audience)

Expanding on the information above, here is the profile created for the primary audience of Uber in Toronto:

- **Segment:** Working Millennials
- **Age:** 23-36 years old
- **Income:** \$40,000 - \$80,000
- **Work:** Educated Professional, Career-Oriented

This profile was developed based on the Millennial demographic and also took into consideration the average age of users on the app. Minimum income was decreased further, as people who earn less than \$78,000 can and have used the app frequently. Education and career were included to account for income and the stats regarding post-secondary education among Toronto residents. Hobbies were not included in the User Profile, but will be used in the sample User Persona (on the next page).

References

- Dimock, M. (2019, January 17). Defining generations: Where Millennials end and Generation Z begins. Retrieved from <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/>.
- Ipsos Public Affairs. (2015). *City of Toronto: Taxi and Uber Consultation Qualitative Research*. City of Toronto: Taxi and Uber Consultation Qualitative Research. Ipsos. Retrieved from <https://www.toronto.ca/legdocs/mmis/2015/ls/bgrd/backgroundfile-83494.pdf>
- Tillman, M., & O' Boyle, B. (2019, June 12). What is Uber and how does it work? Retrieved from <https://www.pocket-lint.com/apps/news/uber/139559-what-is-uber-and-how-does-it-work>