



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?

SAFETY
FIRST

TRIP BASED
PAYMENT

ON TIME
EVERY
TIME

WIFI
FACILITY

COMMUNICATION
FRIENDLY

PROPER
DOCUMENTATION

ALLOWING
EXTRA
BAGGAGE



GOOD
RELATIONSHIP

QUICK
RESPONSE

AVOID
CONTINUOUS
TRIPS

PASSENGER
SAFETY

JOB
SATISFING

TAKE REST
BETWEEN
TRIP



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?