



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?

Design
should b
safe and
satisfactory

Simple and
easy to use
the
application

Advanced
level of long
time travelling
experience.

Availability
of vehicle
should be
more

Simple and
easy to
book the
vehicle

Communication
should be safe
and sacured



Chenthil Kumar B
Vehicle Management
System

Needs
Precautionary
sensors

Safe and
secure

Should be
economical

Time
duration
should be
low

Check the
status of
moving
vehicle

Feels
comfortable



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?