



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?



voyage vista

I heard it's convenient and affordable way to get around

I think it is comparatively better option than normal cabs

I heard Professional and experienced drivers are available for affordable price

Hopes for more availability of cabs in their area

Wants to improve accessibility option for disabled person

Hopes for drivers with proper mannerism

Using uber for various social events and travelling to desired places

Pre booking cabs for important events to reduce time consumption

using uber has primary mode of transportation

Feels unsafety about getting into incidents like misconduct by drivers

Feels irritated when the ride gets cancelled without proper reason

Feels frustrated for sudden surge pricing during peak hours