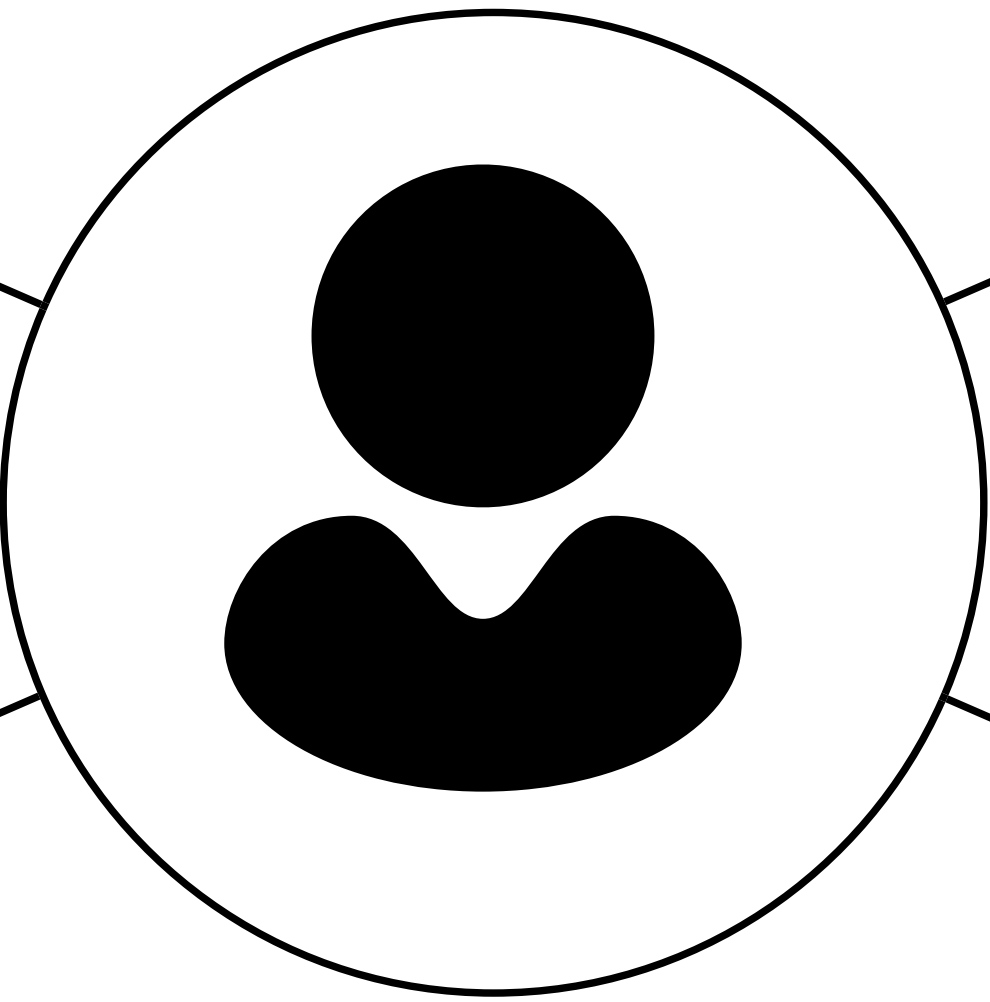


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



*What do they*  
**SEE?**

environment  
friends  
what the market offers

- How can I differentiate with others?
- Will it be comfortable?
- It doesn't seem to be that good?

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- I want something reliable
- What are the payment methods?
- How can I book?

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Whether it will get you in time?
- Whether it is affordable to everyone?
- How was the experience?

- Will it work?
- How can I service it in terms of break down?
- Anxiety

**PAIN**

fears  
frustrations  
obstacles

- Anxious
- Frustrations
- Trust Issues

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Reduce carbon emission
- Eco-Friendly
- Traffic free