



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?



NEED A
RELIABLE
FOR A LONG
JOURNEY

CONCERNED
ABOUT THE
OF LONG-
DISTANCE
RIDE

WANT TO
TRAVEL
COMFORTABLY
WITH FAMILY
AND LUGGAGE

VOYAGE VISTA:
ILLUMINATING
INSIGHTS FROM
UBER
EXPEDITIONARY
ANALYSIS

CONCERNS
ABOUT DRIVER
RELIABILITY AND
NAVIGATION FOR
A LONGER TRIP

THINKING
ABOUT
COMFORT AND
SPACE FOR THE
JOURNEY

ENTERS THE
DETINATION
AND CHECKS
ESTIMATED
FARE

OPENS THE APP
TO CHECK FOR
AVAILABLE
EXPEDITIONARY
RIDES

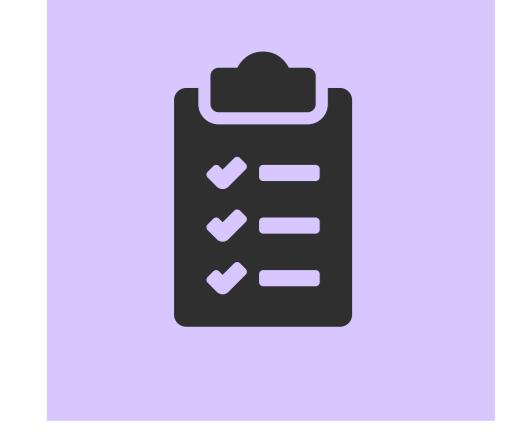
WEIGHING THE
CONVENIENCE OF
A RIDE- HAILING
SERVICE AGAINST
OTHER
TRANSPORTATION
OPTIONS

ANXIOUS
ABOUT GETTING
TO THEIR
DESTINATION
ON TIME AND
SAFELY

REVIEWS DRIVER
RATINGS AND
VEHICLE DETAILS
TO ENSURE A SAFE
AND
COMFORTABLE
TRIP

SEEKING
REASSURANCE
THAT THE DRIVER
WILL BE
EXPERIENCED AND
THE VEHICLE WELL-
MAINTAINED

EXCITED ABOUT
THE TRIP BUT
ALSO SLIGHTLY
WARY OF THE
COST

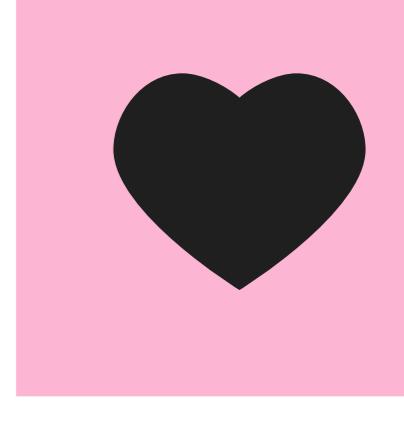


Does

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?



See an example