



Says

What have we heard them say?  
What can we imagine them saying?

• Booking through website is user friendly.

• Luxury vehicles or budget friendly available vehicles.

• Wheather you can cover all the tourist with in limited time.



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

• Wheather the driver approach is friendly.

• Safety of the vehicles.

• Wheather discounts are provided.



• It is comfortable.

• It is highly expensive.

• Easily approachable during emergency.

• Discounts can be provided on repeated booking.

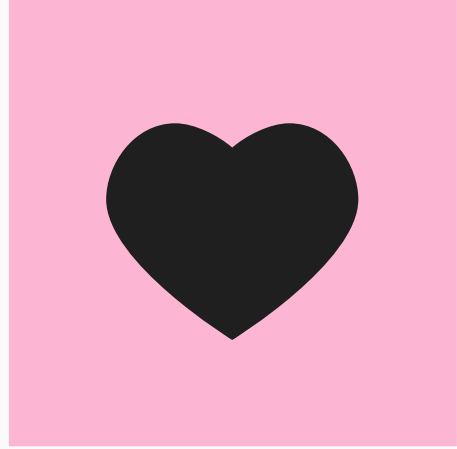
• You can book uber cabs on a monthly basis for office drop-offs and pick up.

• We pick up in selected location.



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?