



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?

They have
a better
visualized
travel data

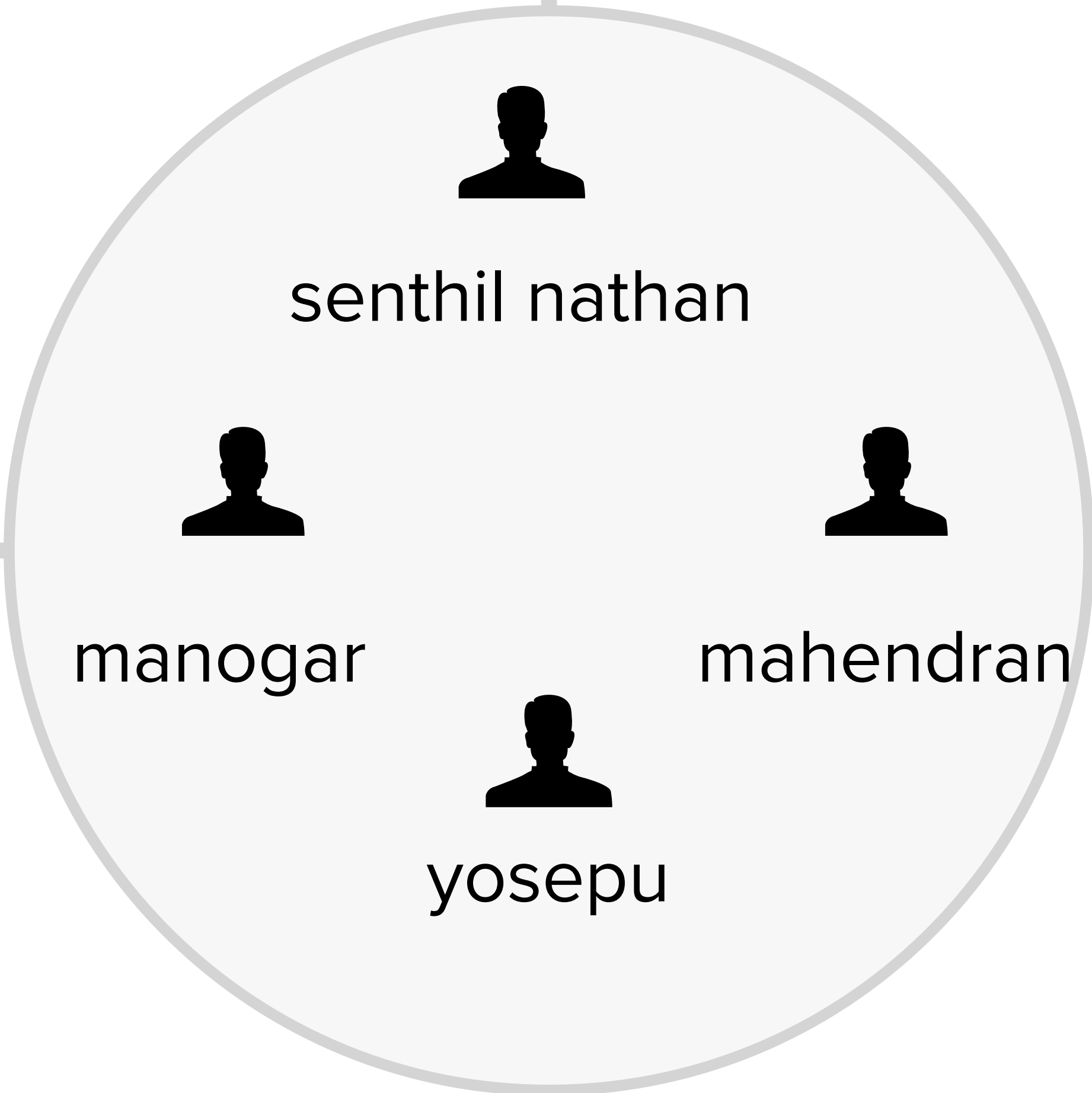
And they can
understand
my travel data
very well

If your driver
is good at
navigation
feel free to
thank them

sometimes
you want to
relax quietly
while
traveling

we wish we
could quickly
identify
travel trends

And other
times you
crave a
good chat



Create
multiple
charts to
analyze travel
data

Share reports
with
colleagues
for decision-
making

And get fast
and shortest
route to pick
up the
customers

sometimes
we get
anxious
while waiting
for the car

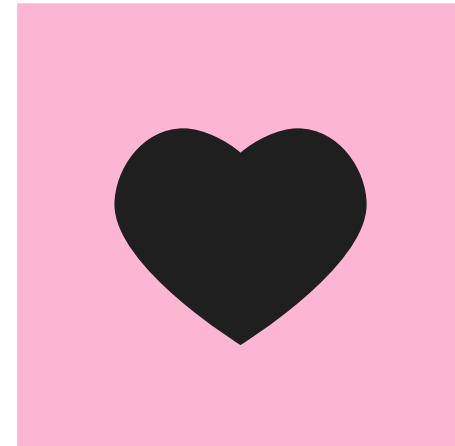
and we will
worry more
when we
are in an
urgent

But if the taxi
where to arrive
earlier we
would feel lot
relieved and
happy



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?