



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?

 See an example



VOYAGE VISTA
illuminating uber

customers
satisfaction
is too good

it is at a low
cost

it is a good
example for
scalable
business

it has better
user
experience

in US state 55%
of food delivery
has been
delivered by
uber eaters
company

16 to 24
years old
use uber
the most

37% of people
use uber about
28% is of about
a age of 25 to
34 years

the lower income
in uber its of
america state is
the annual
income of
\$25000

uber is responsible
for connecting the
physical and digital
world while providin
a more sustainable
communication

some countries
and airports have
banned or
drastically limited
ride sharing
companies

further a
company
provides a vision
statement
analysis in future

make
transportation
accessible

it gives
excellent
feedback

1st
preference
for first
caller

it has a
good
customer
rate

they have
good
strategy