



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?

punctuality of
drivers
reaching the
location is
appreciable

cancellation
of trips to
remote
areas

availability of
cabs at all
situations

to identify
peak hours
of travelling

convenient
way for
individuals to
request rights
from drivers

safer than
other
transportation
methods



making
avalability of
cabs even at
remote areas

to provide
facilities such
as wifi
and others to
the passengers

to reduce
waiting
charges

maintaining
the
cleanliness

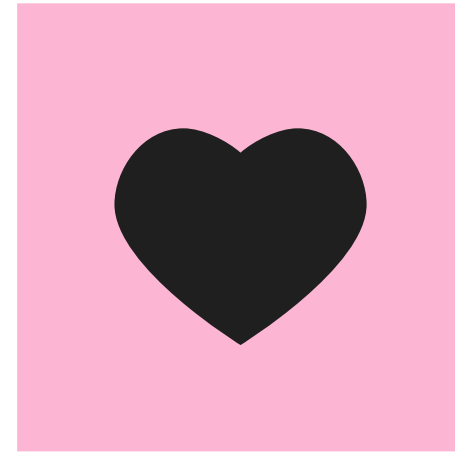
budget
friendly for
all people

humble way
of treating
passengers



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?