What other thoughts might influence their behavior?



"I need a reliable ride for a long journey."

"I want to travel comfortably

"I'm concerned about the cost of a longdistance ride."

with my family and luggage."

Concerns about driver reliability and navigation for a longer trip.

Anxious about

getting to their

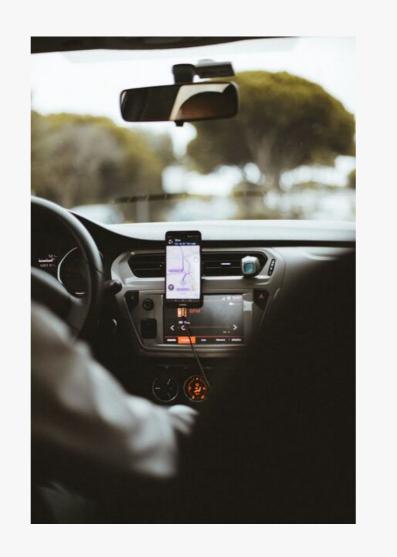
destination on

time and

safely.

Thinking about comfort and space for the journey.

Weighing the convenience of a ride -hailing service against other transportation options.



"Uber Expeditionary"

Opens the app to check for available Expeditionary rides.

Enters the estimated

destination and checks fare.

Reviews driver ratings and vehicle details to ensure a safe and comfortable trip.

Seeking reassurance that the driver will be experienced and the vehicle wellmaintained

Excited about the trip but also slightly wary of the cost.

Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



