



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?

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

"I want to travel comfortably with my family and luggage."

"I'm concerned about the cost of a long-distance ride."

Concerns about driver reliability and navigation for a longer trip.

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 destination and checks estimated fare.

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

Anxious about getting to their destination on time and safely.

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

Seeking reassurance that the driver will be experienced and the vehicle well-maintained



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?