



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?



The seats
were very
comfortable
to me.

I need a
workers to
advertise my
company.

I need a workers
to clean the
transport and to
attract the
passengers.

I want to help
a poor people
to travel at a
less cost.

The transport
should available
to all places
oftenly to reach
a passengers.

All
passenger
should travel
comfortably.

We need a
good
conditions of
seats to
travel.

While traveling in
a bus we want to
satisfy a
passengers by
giving
snacks&food.

In the transport
we need water
facilities while
traveling it is very
comfortable to
us.

Travel were
very
safe&fast.

Transport
are
comfortable.

Travelling
prices are
affordable.



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?