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 ride to the airport tomorrow

I'm running late for a meeting, can't miss it

I want to go out with friends without worrying about parking

I hope the driver arrives on time

I wonder if surge pricing will be in effect right now

I need to finish some work during the ride

UBER

Illuminating insights from uber expeditionary analysis

Rates the driver and leaves a tip at the end of the ride

Checks estimated arrival time of the driver

Opens the Uber app and sets the pickup and drop-off locations

Satisfied if the ride is smooth and the driver is friendly

Relieved when the driver arrives promptly

Anxious about missing a flight or appointment

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?

See an example