



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?

Safety

Timing

Traffic Reduce

Low cost prize

Discipline

Maintenance

Quick Response

Area coverage

**Illuminating
Insights From
Uber
Expeditionary
Analysis**

Rewards

Benifits

Fear

Happiness

Decisions

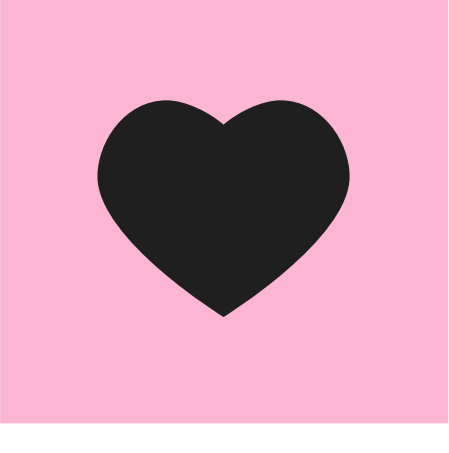
Invite friends

Availability

Cheaper



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?