What have we heard them say? What can we imagine them saying? **Thinks** 

What are their wants, needs, hopes, and dreams?

PROVIDE

CUSTOMERS

WITH FLEXIBLE

PAYMENT

What other thoughts might influence their behavior?

CONVENIENT ESPECIALLY IF YOU NEED TO BE ON TIME

TAXIS CAN BE EXPENSIVE FOR POPULAR TRAVEL PESTINATIONS

DRIVERS SERVICE FELT SECURED

PROFESSIONAL

**EXPEDITIONARY ANALYSIS** 

MAKE A VALUABLE CHANGE INTO TRAVELLING

OUTLINE THE EXPECTIONS OF PEOPLE AND PROVIDE IT

EAOTAE POTENTIAL OPPORTUNITIES INTERNAL AND EXTERNAL

PROFESSIONAL DRIVERS FOR SERVICE

HIRE

EFFICENT INSURANCE FOR DRIVERS

CUSTOMERS NEED NOT FACE REFUSAL

NOT FAVOURABLE FOR PEOPLE IN REMOTE AREAS

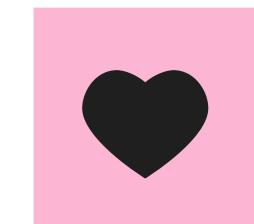
INTEGRATION WITH PAYMENT SYSTEMS

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?



**Feels** 

