



**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?

CONVENIENT  
ESPECIALLY IF  
YOU NEED TO  
BE ON TIME

PROVIDE  
CUSTOMERS  
WITH FLEXIBLE  
PAYMENT

TAXIS CAN BE  
EXPENSIVE FOR  
POPULAR  
TRAVEL  
DESTINATIONS

PROFESSIONAL  
DRIVERS  
SERVICE  
FELT SECURED

HIRE  
PROFESSIONAL  
DRIVERS FOR  
SERVICE

EFFICIENT  
INSURANCE  
FOR DRIVERS



MAKE A  
VALUABLE  
CHANGE INTO  
TRAVELLING

OUTLINE THE  
EXPECTATIONS OF  
PEOPLE AND  
PROVIDE IT

CUSTOMERS  
NEED NOT FACE  
REFUSAL

NOT  
FAVOURABLE  
FOR PEOPLE IN  
REMOTE AREAS

EVOLVE  
POTENTIAL  
OPPORTUNITIES  
INTERNAL AND  
EXTERNAL

INTEGRATION  
WITH PAYMENT  
SYSTEMS



**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?