



**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?

**Door-to-Door**

**convenience**

**Timely picking up**

**Comfortable travelling**

**safety**

**reliable quality**

**Safe**

**Secure**

**voyage vista:illuminating insights from uber expeditionary analysis**

**Aggressive**

**Harassing behavior not allowed**

**The nature of the work is stressfull by design**

**Confrontational**

**A fear of driving or being a passenger in a car or other vehicle**

**Health issues and tiredness**



**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?