



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?



Modern Explorers

Eco-conscious travelers embracing unique Uber expeditions, valuing authenticity and sustainability.

Intrigued by Uber's expedition idea, hope it's affordable.

Concerns about environmental impact and costs of expeditions.

Curious about sustainability and safety during expeditions.

I wonder if they offer trips to unique, offbeat locations.

Excitement to discover new places through Uber expeditions.

I heard they have local guides; that should be interesting

Wondering if expeditions offer offbeat destinations

Wondering about the level of comfort and safety during expeditions.

Prepares for the trip by packing and researching

Excitement for a unique travel experience.

Searches online for Uber expedition details.

Books trips, packs essentials, and checks reviews.

Shares news with friends and family, seeks recommendations.

Anxious about unknowns and environmental impact.

Hopeful for a balance between adventure and comfort

Hopeful for adventure blended with comfort and safety.



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?