



Says



Thinks

I need something safe and secure.

I am looking for luxury car.

Am I getting the best price?

May be now isn't the time to make this investment.

Technical features are important to me.

I need a spacious car.

Do I really need all these extra features?

Is this sales person taking advantage of me?

I want a car with great mileage.



UBER

Voyage Vista:
Illuminating Insights
From
Uber Expeditionary
Analysis

Asks friends and family for opinions.

Asks lot of Question

Uncertain

Nervous

Completes the test drive.

Compare prices of different makes and models.

Exited

Alert



Does



Feels