



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?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

[See an example](#)

voyage vista: uber analysis

3Uber is a transportation service by means of cab or auto.

Uber is a technology platform that connects drivers and riders.

* It is a transportation company with an app that allows passengers to ride a hail.

The user thinks , the uber is a door-to-door convinience , safety and reliable quality .

The price also very cheaper compared to other transports.

* The user thinks they typically where they are going faster or cheaper than they by taxis.

There are 78 percent of uber users stated that were very satisfied with their ride .

They feel convinient and adorable.

The most of the riders feel happy about uber transport service.

They review the ride , with a star rating from one to five stars.

They review each ride optin for vehicle size,price and estimated dropoff time.

And also chooses the desired option , then confirms the pickup.