



**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?

EFFICIENCY

IDENTIFY  
PEAK  
HOURS

DATA SET

DATA  
LITERACY

GEOGRAPHIC

TRANSPORTATION



DRIVING

ANALYSING

PROFITABILITY

TRANSPORTATION

OPTIMIZE

EFFICIENCY



**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?