



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?

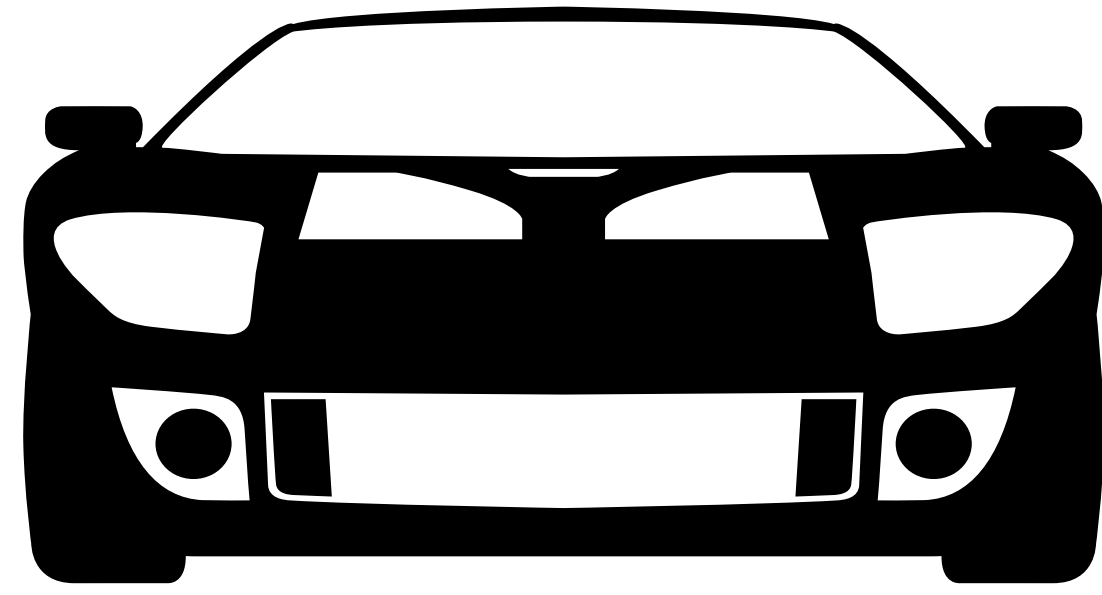
The customer  
wants quality  
to drive in  
mountain

He wants  
minimum 10  
years  
experience

I will expect  
to 45 years  
age in uber  
driver

I think good  
mountain  
driver

He expect  
not used  
drugs and  
drinks

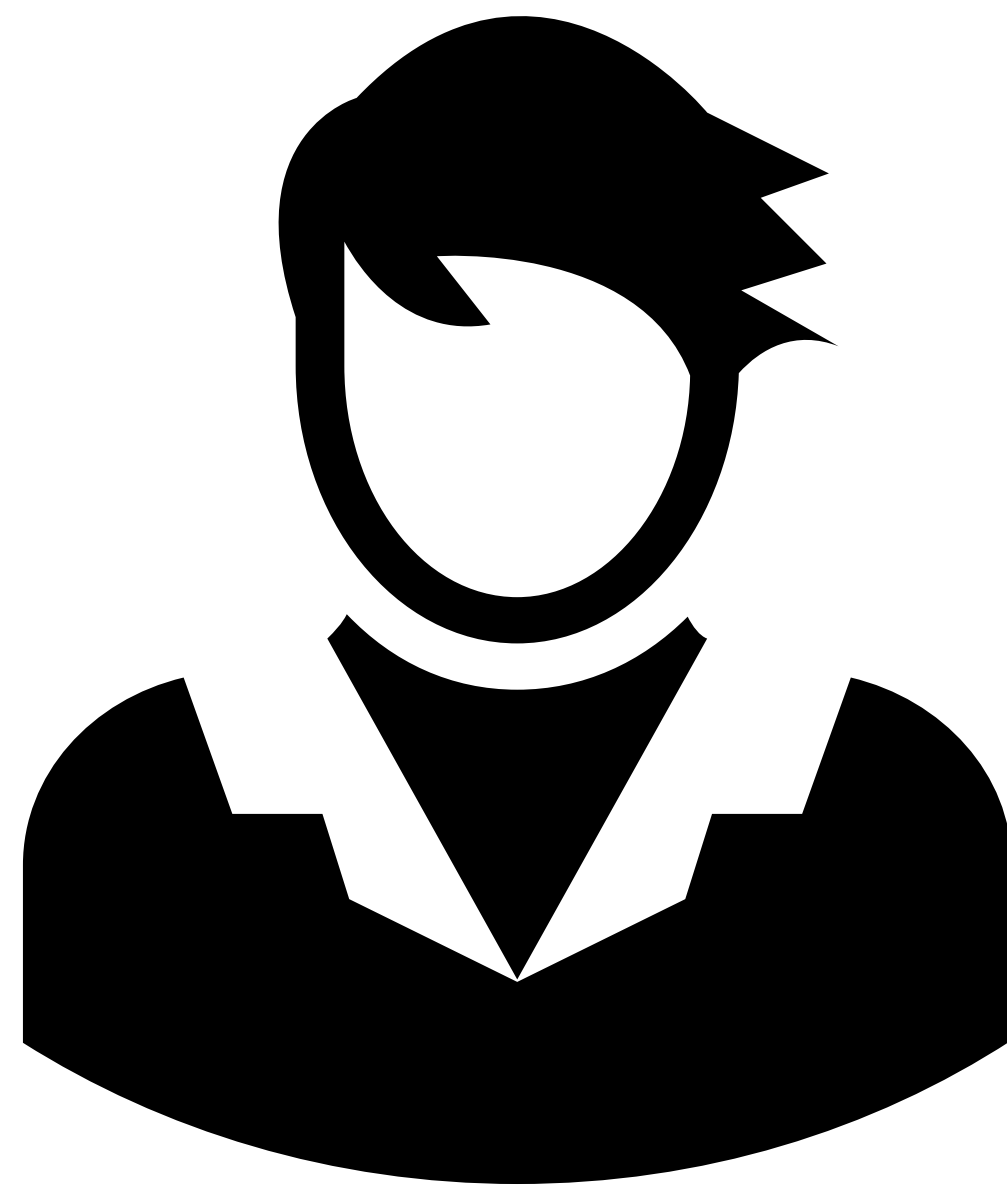


It is good  
place to work  
because the  
company has  
good health  
insurance



UBER

Is available  
30 years  
old age in  
the person



The person  
was  
physically and  
mentally  
fitness good

He was just  
5 years  
experience

The hilly areas  
the person is  
driving  
midnight in  
good

The driver  
safes more  
petrol and  
diesel

He drive  
extraordinary

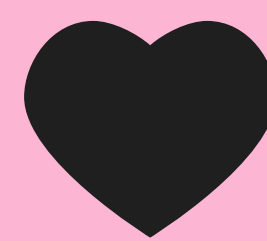


What behavior have we observed?  
What can we imagine them doing?

DOES

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

FEELS



[See an example](#)