

### Says

What have we heard them say?  
What can we imagine them saying?

I want  
something  
reliable

I don't  
understand  
what to do  
from here

I am allegant to  
Delta because I  
never have a  
bad experience

Shops  
around  
to compare  
prices

Refreshes  
page several  
time

### Does

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

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Am I dumb for  
not  
understanding  
this

This is really  
annoying

Impatient  
pages load  
to slowly

Confused to  
mant  
contradictory  
prices

worried they  
are doing  
something  
wrong

### Feels

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

31288\_Voyage  
vista :illuminating  
insights from  
uber  
expeditionary  
analysis