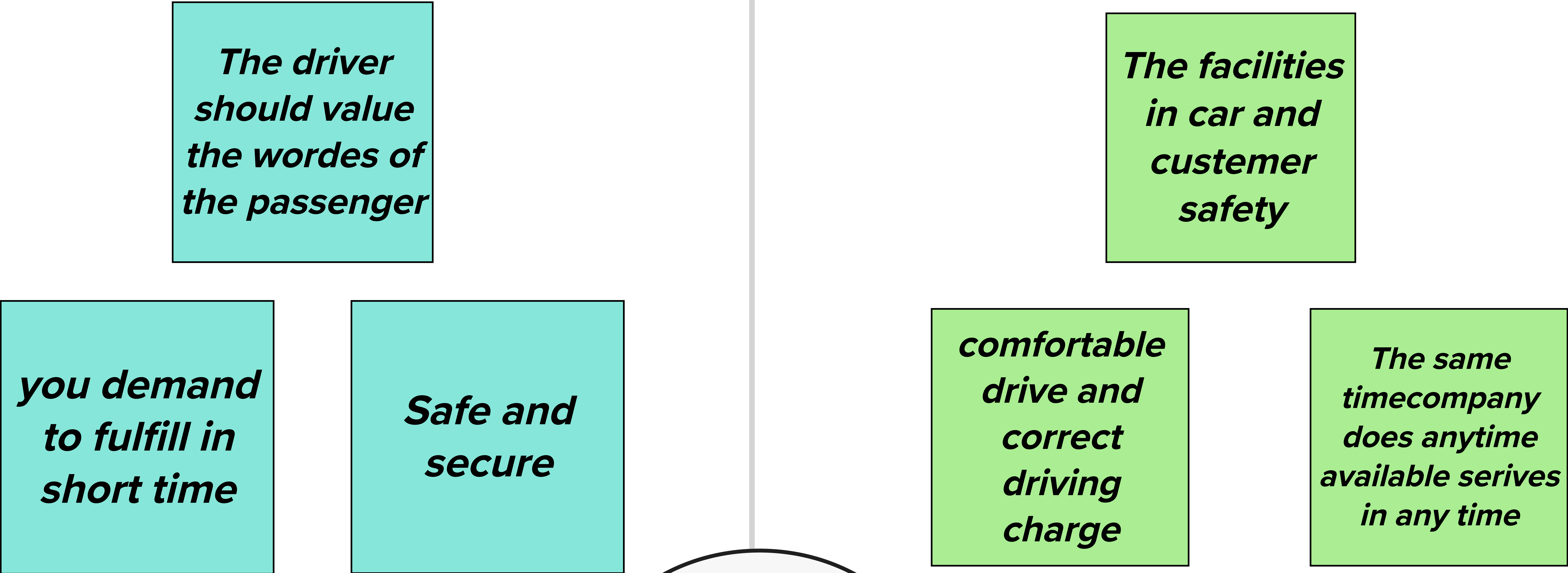




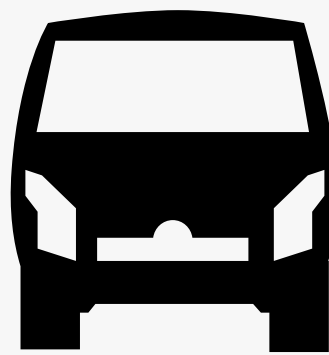
**Says**  
What have we heard them say?  
What can we imagine them saying?



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



*car travels*



woman passenger  
safety is better  
than before and  
iwill improve the  
safety by uber  
company

*Uber compares  
to other  
company if feel  
good and  
satiesfied*

*A female  
passenger  
must have  
female driver*

uber is better  
than the old call  
taxi

*Driver are well  
exprienced*

*Car are good  
condition and  
safe travel*



**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?