

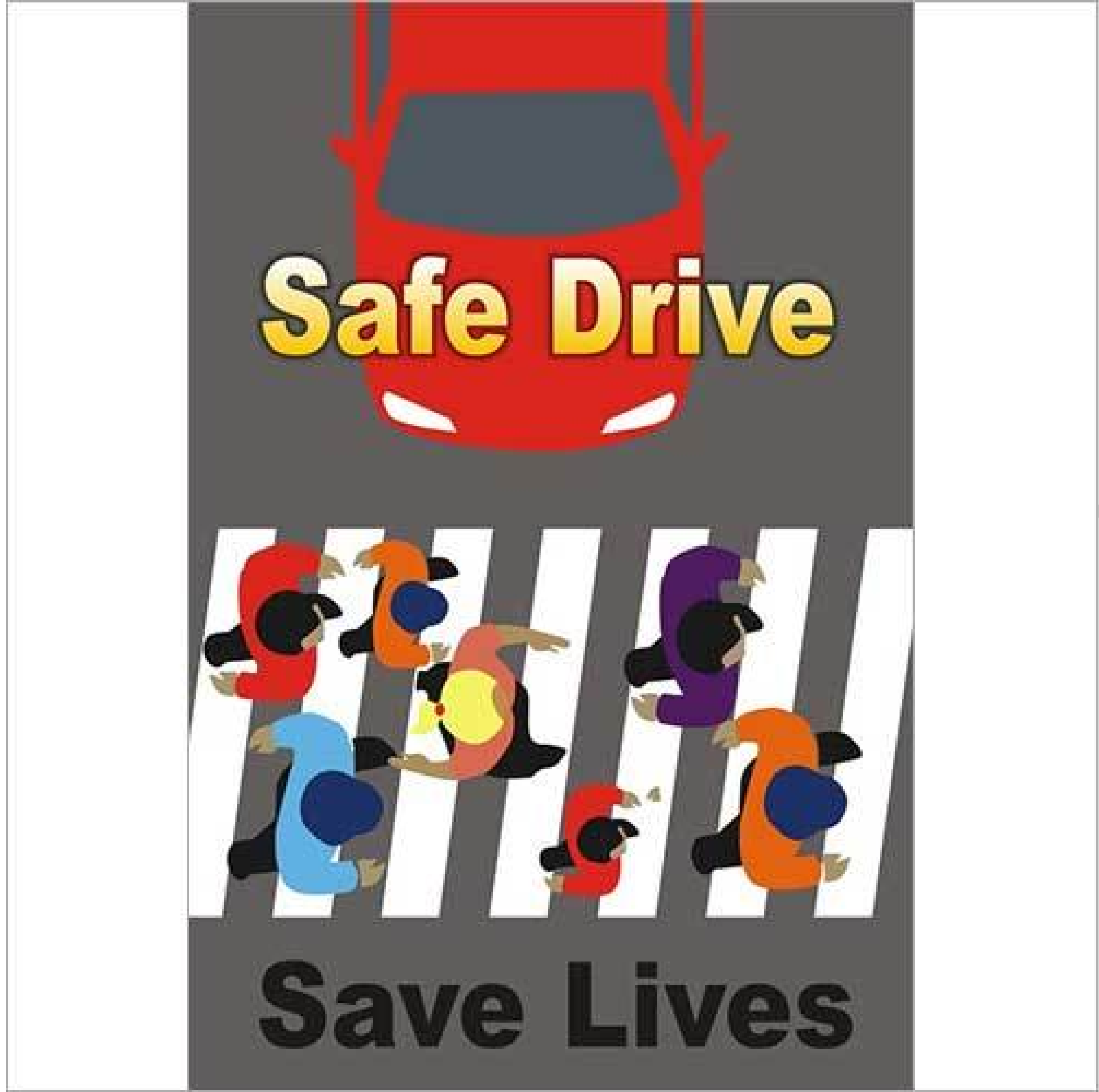


Says

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

There should be facilities for first aid in case of any injury during the journey

Passengers should be comfortable and safe



There should be comfortable seating for the users



Does

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



The driver should value the words of the passenger

Travel time should be short and safe

Travelers should have all kinds of amenities

To feel neat clean

The cost of travel should be reasonable



[See an example](#)



Thinks

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

Travels should be free from fear and despair

The travelers must be included in the right place at the right time



The journey should be enjoyable for the travelers

The journey should be reassuring to the travelers



Feels

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