

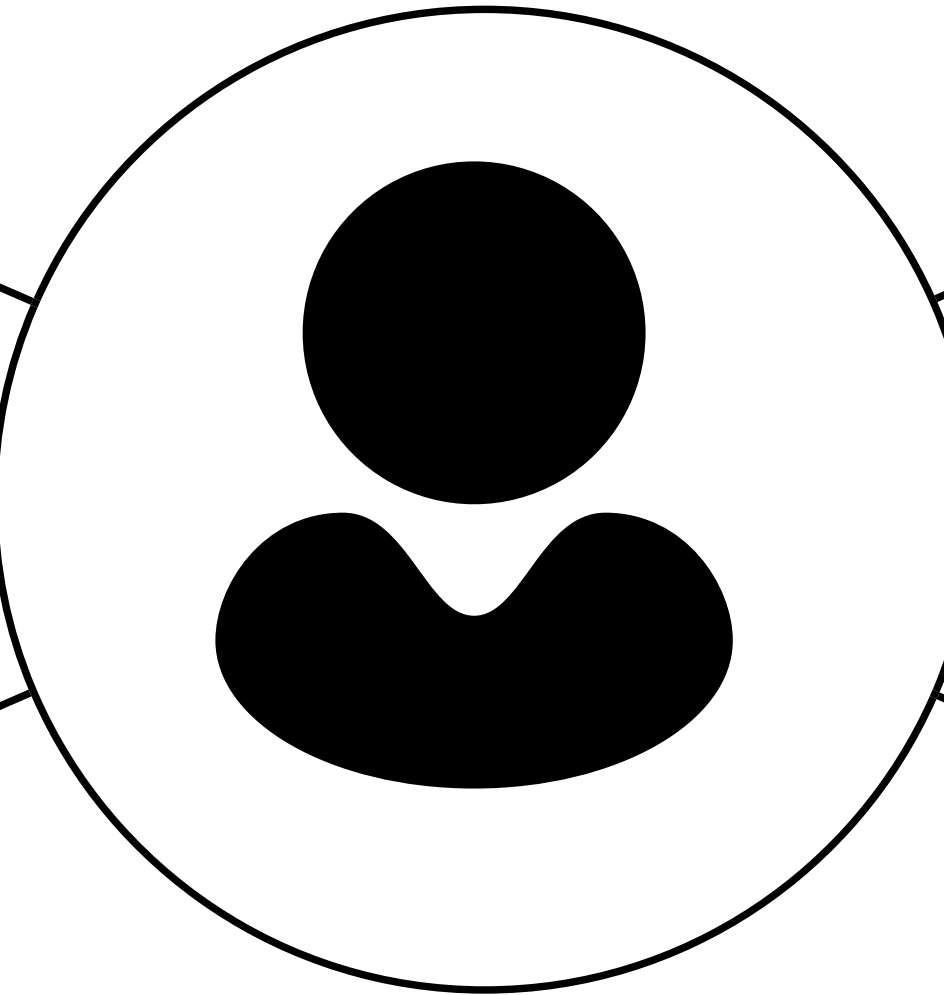
*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

How does this board calculate the speed of the vehicle?

Is this system really needed?

Will this system reduce accidents?



*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Will it be able to withstand extreme conditions?

Will this project be cost efficient?

Can this project be implemented flawlessly?

Can be easily seen by the drivers unlike static boards

Helps during sudden change in weather conditions

Low traffic on roads

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

There might be errors in the boards which may cause chaos

Some riders may violate the speed limit

Will this initiative be accepted by the public?

**PAIN**

fears  
frustrations  
obstacles

Sometimes failure in signals may cause a lot of problems

The setting up of this tech is very expensive

**GAIN**

"wants" / needs  
measures of success  
obstacles

When there is a lot of traffic, it can be diverted

This tech has 2 in 1 benefit as we can see the speed limit and directions can be changed.