

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Customized
signs/symbols
is easy to
understand

Chance of
missing to
see the
boards is
reduced

Dynamic
updaton of
sign boards
would be
effective

Installing
digital sign
boards is
cost-eeffective

Signs/Symbols
might not be
universal

Visibility of
digital sign
boards are
better even
during night

What do they HEAR?

what friends say
what boss say
what influencers say

I can find about
the weather
conditions
trough this sign
board

It could be
great if it
sends as a
text message

It is a good
alternative for
traditional sign
boards as they are
not visible incase of
bad weather

I don't need to
search for the
sign boards
while using this
system

now i can avoid
hitting other
vehicles when
searching for the
sign boards

this system is
really useful as i
can change my
way if any
blockage in my
usual way

How often
are the
signs
updating?

Follow Sign Boards
Try to increase speed
despite the warning, if
road is free.
Not considering
weather

Are the sign
boards
accurate?

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

On what
basis is the
sign
changing?

No need to
follow what
the sign says.
I can
manage.

Does not notice
the sign board
due to weather
conditions

What do they SEE?

environment
friends
what the market offers

accidents
can be
prevented

As the sign
board is
digitalized
driving can be
maade easier

This project can
reduce the attention
given to understanding
the sign boards and
can concentrate more
on driving

sign
recognition
can be made
easier

As the signs may
be not visible in
environmental
contions this
project will be
helpful

They see
the smart
signs

PAIN

fears
frustrations
obstacles

Internet
connectivity
issue

frequent
alerts may
disturb the
driver

what if the
signs are not
sent to the
user

What if the
board falls off or
the model
predcits wrngly

GAIN

"wants" / needs
measures of success
obstacles

Instant alert
regarding the
sign boards

Clear
understanding
of what the sign
board means

concentration
given to driving
can be
increased

Clear view of
the sign board
incase of bad
weather