

What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Thinks of some
of the road signs
are not
understandable

Thinks of
having road
safety
education

Thinks of
avoiding
distractions

Thinks that
someone would
take an
initiative to
follow the rules

Tree
branches
covering road
should be
removed

To increase the
visibility to road
user from
obstructed road
design

Sevice
quality in the
tourism
industry

Not everyone
are following
the road rules

Useful for
beginners and
children while
driving on
roads

There should be
several
opportunities to
expand the
safety analysis

There should
more safety
education
about road
safety

Driver
awareness of
road safety
conditions
should be
improved

What do they
HEAR?

what friends say
what boss say
what influencers say

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

Leads to
accidents

Affects
public while
driving fastly

Serious
difficulties
may occur
during signal
breadown

Reach their
destination
safely

Signals gives
accurate results
as compared to
traffic police
signals

Interactions
can be easy
during night
times