



# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Comfortable  
for user

Doesn't  
have time  
wait

The route  
need to be  
free

Thinks some of  
the road sign's  
are not  
understandable

Improves  
driver's  
comfort  
zone

Safety and  
cautious

Navigation  
must be  
easy

Alert the users  
take routes  
whenever there  
is a critical  
situations

Accuracy of  
the  
technology

Sign should  
be visible  
clearly

Can user  
understand  
it easily

Implementation  
of smart signs in  
real time  
applications

Quality of  
service for  
everyone

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Avoiding  
the traffic  
rules

Reduce  
burden of  
driver

Impatient in  
waiting in  
traffic

Drives to  
schools,  
college,  
work

Heavy  
smartphone  
users

Driving  
daily

Driver  
awareness of  
road safety  
conditions

Not paying  
attention  
while  
travelling

Easy way to  
reach the  
destination

Traffic free  
travel

# What do they HEAR?

what friends say  
what boss say  
what influencers say

Wants  
convenience

# What do they SEE?

environment  
friends  
what the market offers

## PAIN

fears  
frustrations  
obstacles

Disturbing  
the public

If algorithm  
fails  
everything  
fails

Accident

Over speed  
leads to  
collapse

## GAIN

"wants" / needs  
measures of success  
obstacles

Convenient  
for all and  
less labour  
work

Improves  
visibility in  
night time

Prevent  
going in  
wrong way

Accurate  
routes