

what does (s)he

# THINK & FEEL?

What really counts  
Major preoccupations  
Worries & aspirations



what does (s)he

# SEE?

Environment  
Friends  
What the market offers

what does (s)he

# SAY & DO?

Attitude in public  
Appearance  
Behaviour towards others

what does (s)he

# HEAR?

What friends say  
What the boss says  
What influencers say

Does the board show correct speed limitations ?

this system will help avoid accidents

s this project really need for the road devolepment

How does this system analyse the weather ?

the system is used to control the traffic ?

Boards that show warnings and services

Is it possible to implement the project ?

Does this project will enhance the roads ?

Replaced sign boards instead of static boards

Drivers can see changing speed limits in the sign board.

is this project can withstand in different climate and weather conditions ?

People may try to violate the speed limit shown in the board.

Do public will help and support to the system ?

This problem might reduce the road accidents.

Do not cross the speed limits. Service your car regularly.

Low trafca on the road.

## PAINS

fears  
frustrations  
obstacles

Failure of signal due to electric power failure or any other cause confusion to road users

Excessive delay to vechicle may caused in off peak hour

Road safety holistic issue – involving roads, motor vehicles and human beings.

Driving is potentially dangerous and it makes us nervous. Our heart rate increases,

The vehicles going through the trafca areas are diverted to other road

oppurtunity to save lives through static sign boards

it enhance easy data collection

Not only speed limits but also the directions will be shown

## GAINS

“wants”/needs  
measures of success  
obstacles