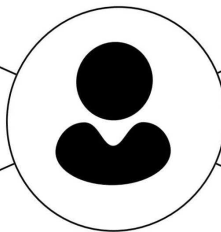


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Tasks are
little bit
difficult

assembling
hardware
and
software

collecting
all the
data

reducing
accidents
is must for
all

dynamic
boards are
very useful

smart
connection
for vehicles

To make a
accident
free zone

easy to
manipulate
signals

cost wise
LEDs are
low

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Handling
various
signals

communication
become easy

PAIN

fears
frustrations
obstacles

Project
Maintenance

Drivers
should have
basic
knowledges

Single LED
failure leads
to more
impact

GAIN

"wants" / needs
measures of success
obstacles

All
information
on sinle
board

proposed
system has
more
efficiency

It gives
Quick
Result

What do they HEAR?

what friends say
what boss say
what influencers say

What do they SEE?

environment
friends
what the market offers