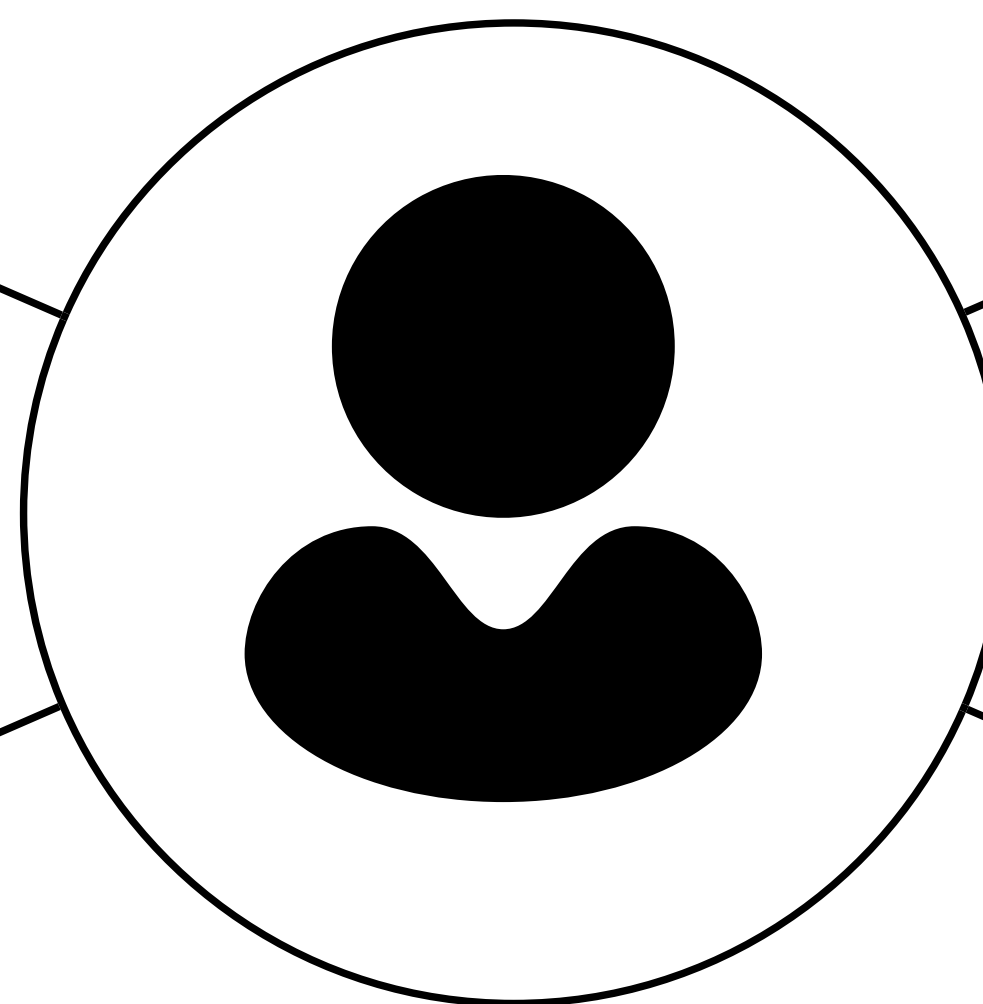


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Drive slow
during
rainy days

Road
conditions

Avoid
getting
caught in
traffic

Reach
destination
safely

What do they
HEAR?

what friends say
what boss say
what influencers say

Don't use
cell phones
while driving

Don't drink
and drive

Maintain a
safe distance
while driving

witnessing
accidents

Overtaking
other
vehicles due
to rush

Not
following
traffic rules

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Maintaining
economy
speed

Following
speed limit
sign boards

Rash
driving

Not
following
traffic rules
due to rush

PAIN

fears
frustrations
obstacles

Accidents

Road
diversion

Heavy
traffic

Slippery
roads during
rainy days

GAIN

"wants" / needs
measures of success
obstacles

Correct
speed limit
boards

Non
damaged
road sign
boards

Less
traffic

Well
operating
traffic lights