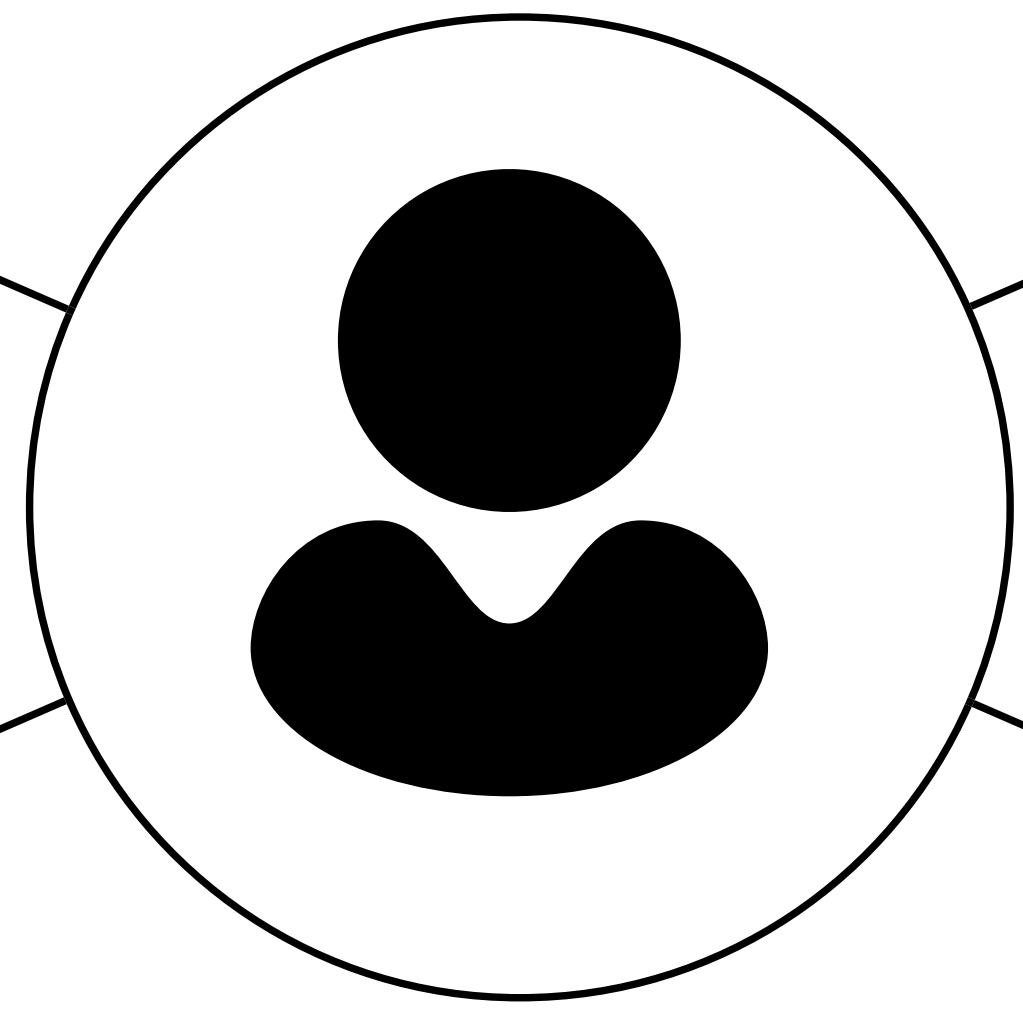


What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Advanced
- Time saver
- Controlling Traffic
- Essential System



What do they
HEAR?
what friends say
what boss say
what influencers say

- Improvement in Road Safety
- Directing Traffic
- Guides the path

- orderly movement of traffic
- Ease of use
- Better visibility

What do they
SEE?
environment
friends
what the market offers

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

- Following Traffic Efficiently
- Convenient for Travelers
- Reduce Navigation time
- Important factor for road safety

PAIN
fears
frustrations
obstacles

- High Cost
- Complex system
- Lack of Knowledge

GAIN
"wants" / needs
measures of success
obstacles

- Reduces Accident
- Manages Traffic Efficiently
- Bad weather is not an obstacle