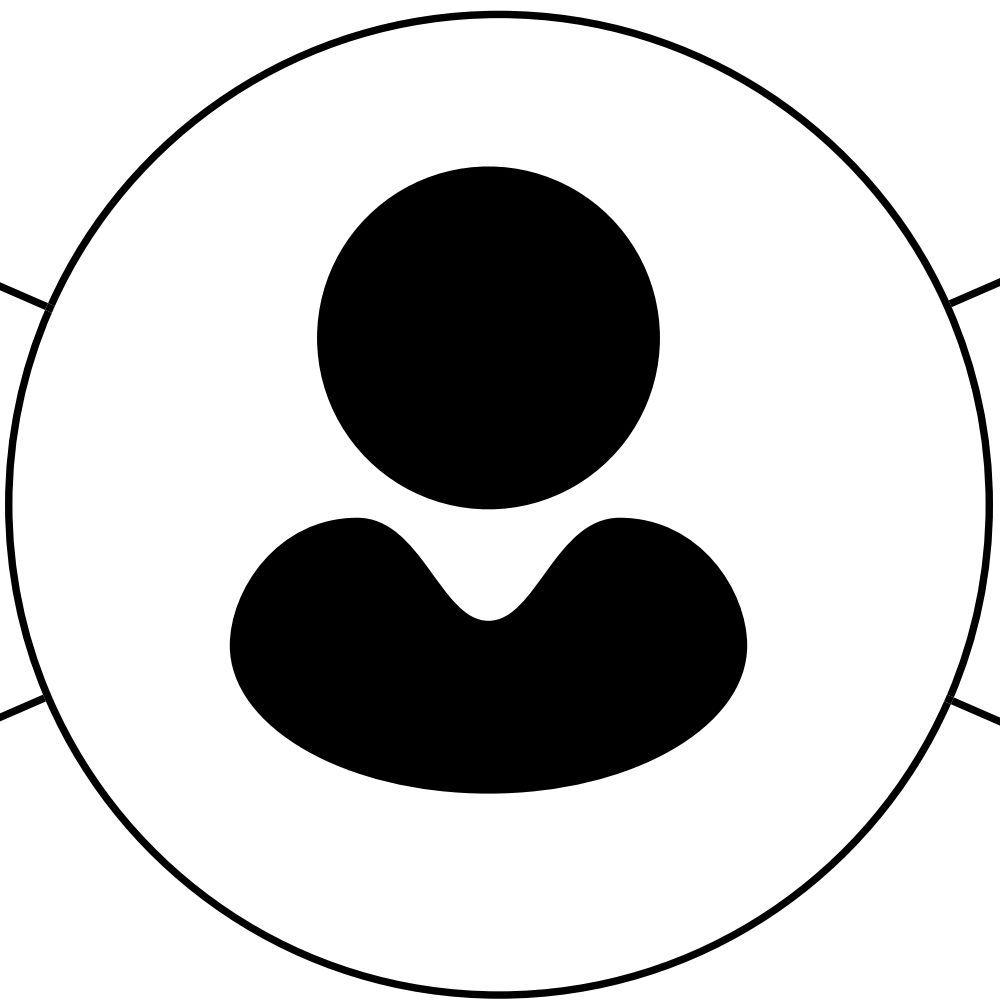


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



Protect the
public from
traffic.

Help to
segregate
the vehicles

Help us to
stick with
the budget

What do they
HEAR?

what friends say
what boss say
what influencers say

Difficult to
travel in
traffic

Pave way
for the
Officials

proper
detection of
traffic

Guide the
vehicle at
correct time

Monitor the
traffic

Complexity in
categorizing
the vehicle

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Monitoring

Alerting

Guiding

PAIN

fears
frustrations
obstacles

Vehicle
accidents

poor
visibility

Power cuts

GAIN

"wants" / needs
measures of success
obstacles

Traffic can
be
prevented

cars can be
guided
easily

Drivers can
be easily
alerted