



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

How
prediction is
made

Suggestions
for
improvement
of road safety

Web
application
for road

Easy to
access
resources

Usage of
GPS

Awareness
about road
safety

Drive safely

Protection
of vehicles

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

Knowledge
about road
safety

Aware of
road
accidents

Maintenance
of injury

Quality of
life

Assurance
for safety

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

Basic skills
for survival

What do they
SEE?
environment
friends
what the market offers

PAIN
fears
frustrations
obstacles

Loss of lives

Need of
knowledge
in advanced
technology

Need of
internet
access

GAIN
"wants" / needs
measures of success
obstacles

Reduces
driving risks

Maximum
protection

No violation
charges